

Joanne Allison

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Profile

- publishing, editorial and communications expert with wide-ranging skills and experience
- specialist in healthcare communications and publications
- editorial, publishing and print/web production expertise
- extensive corporate, internal communications, events and publications skills
- proven high-level writing, editing and proof-reading skills

Employment history

January 2010 to current

Freelance Editor (self-employed)

- Writing, editing and proof-reading materials for a range of private and public sector organisations
- Extensive experience in healthcare editorial, including editing medical and technical documents, reports, websites, newsletters and corporate publications
- Clients include UK National Health Service (NHS) organisations, charities, academic institutions and medical/healthcare communications agencies
- Clients include:
 - The Health Foundation
 - Nuffield Trust
 - Cancer Research UK
 - National Institute for Health and Clinical Excellence
 - King's College London
 - Reed Recruitment

September 2009 to April 2010

Senior Communications Implementation Manager (and Deputy Head of Communications) National Patient Safety Agency, London (an Arm's Length Body of the Department of Health, England)

- responsible for publications, websites, events and internal communications for this national organisation
- management of a team of six
- developed communications and marketing strategies
- oversight and final sign-off of all publications and web content
- provided advice to colleagues across the organisation on publications, websites, events and marketing
- implementation lead for communications and marketing plans

Key achievements:

- Managed the re-brand of the agency following a Department of Health re-organisation, including writing and overseeing the production of new branding guidelines
- Introduced effective resource and production planning processes
- Oversaw the re-launch of the agency's websites
- Managed the introduction of frameworks for the procurement of suppliers including printers and designers

July 2006 to August 2009

Publications Manager

National Patient Safety Agency, London

- responsible for the publishing outputs of the NPSA, both web and print
- managed the publications team, within the communications directorate
- oversaw the entire production process for all the agency's publications
- wrote and implemented new house style guide
- ensured the agency's profile, image and brand was effectively managed
- commissioned writers, designers, illustrators, photographers and printers

January 2005 to June 2006

Editorial Officer

National Patient Safety Agency, London

- writing, editing and proof-reading the agency's publications
- typesetting reports, leaflets and newsletters
- providing editorial advice to colleagues

February 2004 to December 2004

Editor

AS&K Mercury, London (a medical communications agency)

- writing and editing reports, journal articles, conference materials and newsletters
- produced regular internal newsletters for pharmaceutical companies
- management of project teams and line management of Editorial Assistant
- production of presentations for events and seminars

Key achievements:

- Managed and ran a series of key opinion leader workshops at various locations across Europe
- Launched and wrote a monthly e-newsletter for European brand managers
- Wrote, edited and oversaw production of overnight newsletter for European pharmaceutical conferences

January 2001 to April 2002

Account Manager

Greenlines Healthcare Communications, London (a healthcare communications agency)

- produced communications and marketing materials for pharmaceutical companies
- organised conferences and press launches
- editorial responsibility for all printed publications

Key achievements:

- Wrote and implemented house style guide for the agency
- Wrote, edited and oversaw production of a series of leaflets for patients on breast cancer awareness

August 1999 to June 2000

News reporter

Stockport/Wilmslow Express Newspapers

- writing articles and features
- attending court and council proceedings
- sub-editing articles

Skills

- Advanced Microsoft Word and PowerPoint
- InDesign, Illustrator, Acrobat (Creative Suite 5)
- Content Management Systems

Education

- Birkbeck (University of London)
September 2005 to September 2007
MA Modern and Contemporary Literature (Merit)
- Sheffield College
February to June 1999
NCTJ Post-graduate Newspaper Journalism Diploma
- University of Huddersfield
1995 to 1998
BA (hons) English Studies (2:1)

Examples of work and references available on request