

# Helen Marsden

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**In a nutshell: I do copywriting for all channels and for all purposes. I'm a senior creative specialising in issues-driven content: if you can write it, chances are I've written it – everything from web and social content, blogs and op-eds, to health information, straplines and ad campaigns, words for exhibitions, email, film scripts and think pieces. You'll also find brand guidelines, impact reports, magazines, fundraising tools, brochures and more in my portfolio. Things that are important to me are quality, simplicity, integrity – and getting things done! So if you work with me, that's what you'll get.**

## KEY SKILLS

Copywriting • editing • proofreading • concept development • brand, key message & verbal identity development • story gathering & case study write ups • digital: information architecture, web/blog/social content, SEO, film & photography production, email marketing • campaign & project management • agency, design & print production management

## EXPERIENCE & HIGHLIGHTS

### Freelance copywriter and editor, Wordcloud

Sept 2018 – current

Built my own freelance business, getting repeat work for major clients including Plan International UK, London Youth, A New Normal (a diversity consultancy) and various start-ups. Projects include IA and content for four websites, one website build, a major donor case-for-support, membership packs, crisis communications support, bespoke major donor print pieces, and brand development consultancy. See more work on my freelance website at [wordcloud.space](http://wordcloud.space)

### Brand & Marketing Manager, Plan International UK

Aug 2017 – Sept 2018 (mat cover)

- Developed new 'Every child, every chance' strapline and organisational core messaging.
- Developed full brand guidelines: adding core messaging, brand values, tone of voice and style guide to visual identity guidance.
- Boosted quality of content and improved strategy for multi-channel awareness campaigns: Because I am a Girl campaign, menstrual hygiene day, Day of the Girl, child sponsorship and disaster response.
- Reviewed our brand performance monitoring: commissioning a new supplier, changing methodology and developing more meaningful board-level KPIs.
- Developed a new event strategy that better supported organisational KPIs.
- Managed team of four Communications Officers

### Content & Communications Manager, Blood Cancer UK

Nov 2013 – Aug 2017

Led and developed a team of five communications officers, working hand-in-hand with our design, insight and digital teams. Responsible for all internal and external communications covering website, print materials, brand campaigns, fundraising, corporate communications, film, intranet, internal e-newsletter, staff events, photography management, social, patient information, clothing and packaging.

- Developed and launched the [137 campaign](#): the UK's biggest multi-channel blood cancer awareness campaign, reaching 70% of the population through a national out-of-home and digital campaign including web and video content, search, PPC, email and social (owned and paid).
- Discovery, information architecture and all content for organisation's new website [bloodcancer.org.uk](http://bloodcancer.org.uk)
- Created Bloodwise's brand guidelines, adding writing and tone of voice guidelines, core messaging and case-for-support materials.
- Oversaw the rewriting and redesign of all print, online and video patient information, which won a BMA award.

- Managed all external and internal communications around the charity's name change (to Bloodwise) and new visual identity.
- Created and managed the charity's internal communications function, covering head office and six regional offices, including staff conferences, intranet, e-newsletters and social channels.
- Created a new workflow and scheduling process for our marketing function of 30+ people, increasing efficiency and collaboration between creative, digital, insight, production and media teams.

#### **Communications Manager, Royal Free Hospital**

**March – Nov 2013**

Managed team of four. Ran an internal communications function which needed to reach 10,000+ staff members with varying levels of online access, a busy news and press office, crisis communications, social media, corporate publications, VIP events and communications for various audiences including patients, GPs and commissioners.

#### **Media and Communications Advisor, Marie Stopes International**

**July 2011– March 2013**

Developed the marketing and communications capacity of our 42 networked country programmes, and ran the UK and global press office.

- Managed high profile media and communications campaigns including op-eds targeting the general public, donors and sexual health sector, including the Northern Ireland clinic launch; London 2012 Summit on Family Planning; and sex selection and abortion counselling parliamentary debates.
- Developed [film about task sharing](#) (transferring tasks to lower level healthcare professionals). Filmed on location in Ethiopia and screened at high profile global conferences.
- Created digital storytelling materials showcasing our work – including [this social campaign](#) on Marie Stopes' first year in Senegal which drove the highest amount of traffic ever to our website.
- Established strong relationships with key journalists writing on our issues, partners including the Bill and Melinda Gates Foundation and DFID, and senior internal stakeholders.
- Delivered technical assistance visits to various country programmes including Nigeria and Ethiopia, to collaboratively develop their marketing and communications strategies with senior management, train local spokespeople and build capacity to do proactive, reactive and crisis media in country.
- Developed and rolled out communications strategy guidance and templates for our 42 overseas programmes.

#### **Marketing and Communications Manager, Cancer Council (Australia)**

**Oct 09 – May 11**

Responsible for strategy and AU\$1.2 million annual budget covering all ATL and BTL marketing and communications campaigns for women and health professionals on cervical cancer prevention and HPV vaccine uptake.

- Delivered a high profile AU\$1 million [social marketing/behaviour change campaign](#) which increased Pap smears by 18%. Agency pitch and managing multi-agency roster; qualitative focus testing; creative development and production of TV, cinema, digital, convenience, radio and print advertising; paid media strategy and buy; stakeholder engagement; quantitative evaluation; and presenting the campaign at sector conferences.
- Delivered the accompanying research led PR campaign and launch event, which was covered by all major Australian TV, radio and print media, and generated 400+ mentions in key media.
- Developed an accompanying advertising and PR campaign in nine community languages.
- Research, re-design, re-build and SEO for [papscreen.org.au](#) established it as the first ranked website in Australia for cervical cancer prevention. Complex database functionality also added.
- Created [hpvaccine.org.au](#) to address falling HPV vaccine uptake in girls, after extensive consultation with users, leading clinicians, behavioural researchers, and federal, state and local government stakeholders.
- Refresh of PapScreen brand: research, development, guidance and roll out across all channels.

- Developed PapScreen’s suite of publications for a range of audiences including younger, older, Aboriginal, cultural and linguistically diverse, and lesbian women.

Marketing and Communications Manager, Hume City Council (Australia)	Jan – Oct 09
Communications and Event Coordinator, Melbourne Citymission	Mar 07 – Sept 08
Travel Writer and Editor, Rough Guides	Mar 05 – Mar 07 & Oct – Dec 08
Marketing Officer, Penguin Books	Mar 2004–Mar 2005
Editorial Assistant, Pearson Education	June 2003–Mar 2004
Head of Children’s Department, Waterstones Booksellers	Nov 2002–June 2003
Campsite Courier, France	July–Nov 2002

## PROFESSIONAL MEMBERSHIPS

Charity Comms member  
ProCopywriters member

## EDUCATION

**University of Durham, College of St Hild and St Bede** **1999 – 2002**  
BA (Hons) 2:1 Social Science (English Literature, History, Politics)

## WHAT PEOPLE SAY

Helen is collaborative, creative and audience focused. She’s as comfortable managing large cross functional project teams as she is working independently. Her mix of strategic communications thinking and attention to detail makes her the perfect fit for any organisation.

*Head of Creative & Digital, Blood Cancer UK*

Helen has excellent copywriting skills, which our whole team benefited from. This is one of her real strengths.

*Communications Director, Plan International UK*

Helen is a pleasure to work with and always delivers to the plan.

*Head of Communications, London Youth*

Helen exceeded all my expectations. Her work ethic and dedication are exceptional.

*Programme Director, Cancer Council (Australia)*

See more testimonials at [wordcloud.space](http://wordcloud.space)

Referees available on request