

Curriculum Vitae

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Background & achievements

A driven digital media professional, I create captivating copy to engage diverse audiences and nurture online communities. I'm a strategic thinker with 12+ years' experience in digital communications with a specialism in social media, public affairs and policy analysis. In my diverse roles I've participated in the seismic shift from broadcast communications to a two-way conversation with customers, critics and brand advocates.

Inside the National Trust, where I manage a 120,000-strong online community, I've made social media an integral part of our marketing and communications mix by demonstrating the role it can play in achieving our strategic aims. I provide internal and external thought leadership on the business potential of social media – from training senior managers to speaking at industry conferences. I specialise in developing integrated social media strategies, on multiple platforms, that are focussed on the three 'Ms':

- **Monitoring** conversations to protect and promote our online reputation.
 - **Managing** customer and stakeholder relations and building brand advocacy.
 - **Measuring** our social media activities against organisational KPIs.
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Employment

**September 2010
- to date** **Social Media & Communities Manager, National Trust
and Digital Content Manager**

- **Campaigns:** Designing, implementing and evaluating the social media strategy for the Trust's most important political campaign in 100 years. Using this case study to convince senior management to place social media at the heart of our marketing and communications plans.
 - **Consultancy:** Acting as lead social media consultant across the organisation.
 - **Creative account management:** Writing creative briefs and managing relationships with external agencies to produce bespoke tools such as compelling Facebook apps.
 - **Strategy:** Developing our social media strategy as an integral part of the digital roadmap.
 - **Monitoring and analytics:** Monitoring and evaluating social media activity and trends across multiple platforms.
 - **Crisis management:** Working hand-in-hand with our head of communications to highlight flashpoints and advise on steps to safeguard our online reputation.
 - **Customer service:** Championing social media as a highly public customer service channel and creating effective workflow for real-time responses.
 - **Policy and process:** Formulating social media guidelines and moderation standards to ensure brand consistency and compliance with current legislation.
 - **Community management:** Cultivating our 60k-strong Twitter feed (twitter.com/nationaltrust) and Facebook page (facebook.com/nationaltrust) with a fan base in excess of 50k. Building communities on niche networks from Flickr to Pinterest.
 - **Blogger outreach and content partnerships:** Establishing strong relationships with influential bloggers to convert them into brand advocates. Maximising our share of voice in target markets by creating collaborative relationships with Visit Britain and affiliates.
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August 2008 - to date ***Business Consultant and Copywriter***

- **Social media consultancy:** Commissioned by award-winning 10 Yetis PR to advise on and implement the international Twitter strategy for Badoo – Russia's answer to Facebook – across Spanish speaking markets.
- **Due diligence:** Source enquiries and risk analysis for investors across Latin America. Clients include Economist Intelligence Unit, Control Risks, The Risk Advisory Group, Jane's Defence and Oxford Analytica.
- **Digital and mobile content:** Regular contributor to BBC Online. Author of cross-platform guide to the Cotswolds published by Sutro Media, the world's largest publisher of independently authored travel guides.
- **Features and guidebook writer:** Author of *Belize: Explorer's Guide* (Countryman Press, 2011) and chief contributor to Time Out's first edition, *Mexico City and the Best of Mexico* (2008). Other publishing credits include the *BBC*, *The Spectator*, *Travel+Leisure* and *International Herald Tribune*.

September 2003 - August 2008 ***Senior Political Analyst and Mexico City Bureau Chief, IHS Global Insight, Mexico City and London***

- **Political analysis:** Providing insights into the policies, attitudes and probable actions of a wide range of governments across Latin America. Assessing the impact of real-time developments – both international and domestic – on the business environment and investment climate.
- **Public affairs:** Building relationships with political movers and shakers from the Mexican President's special advisor on security to international CEOs. Gathering political intelligence to provide effective advice to guide clients' business strategy.
- **Pollster outreach:** Establishing relationships with influential polling organisations to take the temperature of the political situation and business environment in Mexico.
- **Political commentary:** Contributing expert comment to a range of media outlets including the BBC World Service and *The Spectator*.
- **Conferences:** Presenting independent research to a bilingual client base.
- **Comment and analysis:** Writing daily online articles and special reports on political and economic news and analysis in Latin America and the Caribbean.
- **Management:** Overseeing a team of political analysts and their digital output.
- **Consultancy:** Leading on bespoke research and giving business intelligence briefings to blue chip clients.
- **Business development:** Identifying potential partners for business expansion in the Mexican market and contributing to competitive client pitches.
- **Competitor and market analysis:** Evaluating target growth areas for the business across the Americas. Carrying out competitive reviews for both Global Insight and its client base.

May 2002 - May 2003 ***Knowledge Manager, Lemos & Crane, London***

- **Community management and research:** Building an online community of supported housing service providers and commissioners of their services. Facilitating conversations around topical issues for their sector.
- **Secondment to UN Press Office:** Organised press conferences, briefed journalists and secured national and international news coverage. Produced daily media analysis for UN headquarters

September 2001 - December 2001 ***PR & Project Manager, Foundation 33 Design Studio, London***

September 2000 - September 2001 ***PR Executive, Mantra Public Relations, London***

Education & Professional Development

- 2007 - 2009** ***London School of Journalism***
Honours Diploma: Freelance and Travel Writing
- 2001 - 2003** ***University of London - Institute for the Study of the Americas***
MA with distinction: Area Studies (Latin America)
- **Core Studies:** International and domestic politics, economic history, cultural and development studies.
 - **Scholarship and dissertation:** Awarded scholarship to carry out fieldwork with UN officials and business leaders for dissertation with distinction on 'International governance regimes – Corporate Social Responsibility in Chile'.
- 1996 - 1999** ***University of Oxford - St Hugh's College***
BA (Hons); MA (Oxon): English Language and Literature (2:1)
- 1989 - 1996** ***Cheltenham Ladies' College***
A Level: English Literature (A); History (A); Biology (B)
GCSE: Ten subjects - three Grade A*, seven A.
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Additional Information

- Experienced conference speaker and panellist, including Social Media Britain 2012.
- Fluent Spanish speaker, reading knowledge of French and Portuguese.
- Short-listed by The Economist and Financial Times for the Nico Colchester Journalism Prize, 2003.