

CURRICULUM VITAE

ANGELA SPATCHER

OBJECTIVE

I am highly professional and take a great pride in any work I undertake. I have the excellent communication skills necessary for working the ever-changing environment placed before the marketing industry today. I recognise the importance of being a team player and the necessity for strong leadership. I have a wide range of marketing experience and am keen to continue to develop my skill base through new challenges.

EMPLOYMENT

June 2003 – Present **Coventry University**

Marketing Manager (Short term maternity cover)

Overseeing the marketing and promotional activity of each the subject specific departments and the University in general.

- Development and update of University marketing strategy and associated plan to ensure it works alongside the Corporate Plan to meet key targets to ensure funding streams
- In associate with external agencies, develop and implement promotional campaigns for postgraduate, part time and undergraduate programmes of study
- Overseeing commission of market research
- Development of marketing activity for the University's trading company as it relates to both academia and business communities

July 2002 – June 2003 **a² communications ltd**

Freelance Consultancy

Consultancy with a variety of small clients on a freelance basis. Has included work with small catering outlet, complimentary medicines practitioner, jazz singer and local authority promoting fostering and adoption.

- Communication and interpretation skills required to ascertain needs of individual clients, to create strategic, effective development and marketing plans
- Use of full marketing mix to define practical and creative solutions with limited resources
- Working closely with selected group of professionals in the design, media and communications fields

October 2000 – July 2002 **English Partnerships**

Corporate Promotions Manager

Strategic developmental role in an organisation with a strong government led remit for brownfield regeneration.

- Overarching role to maintain the integrity of brand, to ensure consistency of message and approach
- Working closely with local/regional/national/international, public/private sector organisations
- Direct management of budget in excess of £1m and overview of corporate budget in excess of £8m
- Working with Corporate Promotions team, drawing in expertise from colleagues in other departments and external suppliers, to service the needs of the whole organisation in line with EC regulations
- Spent period of approximately 6 months acting-up to Head of Communications covering sick leave, reporting directly to the Director of Communications and Chief Executive

June 1999 - March 2000 **Franciscan International Study Centre**

Marketing Consultant – 9 month contract

Short contract with non market-led organisation, drawing students from around the world.

- Catalyst for change in a small specialist educational establishment
- Development of initial strategies and longer-term development plans highlighting key niche marketing opportunities as well as best practice for administration and human resource issues
- Development of new brand identity and guidelines for implementation
- Responsible directly to the Board of Trustees and Governors
- Zero based budgeting was essential to ensure best use of very limited resources
- "Hands-on" approach to all activities with direct daily contact with staff and students

September 1997 – April 1999 Leeds College of Music

Marketing and Development Manager

Key role in development of marketing strategy for a previously non market-led educational establishment.

- Development of a complete marketing strategy covering the full range of courses and activities – from higher and further education to local learning and concerts
- Covering regional, national and international marketing opportunities
- Use of marketing mix to ensure cohesive approach to all literature, advertising and other activities
- Budget of less than £100,000pa meant careful use of resources

October 1996 – September 1997 Thanet District Council

Tourism and Marketing Manager

Working with a local authority to promote tourism to the area.

- Production of a three year plan covering marketing and training issues
- Working with distinct market brands (Margate, Ramsgate, Broadstairs) recognising the unique requirements of each town, whilst developing a strategy for the region as a whole
- Close liaison with tourism bodies, gaining a comprehensive understanding of the UK tourism product
- Interaction with local small businesses
- Management of three Tourist Information Centres and 30 staff

January 1990 – September 1996 University of Kent at Canterbury

Various posts finally Marketing Administrator, Canterbury Business School

- Development of marketing plans for postgraduate business courses
- Administration and management of short-term professional training programmes
- Close liaison with University departments, public and private sector bodies

EDUCATION & PROFESSIONAL TRAINING

1991-1994	Canterbury Christ Church College <i>2(i) Hons Degree (University of Kent)</i> Business Studies and Tourism and Leisure Studies
1980 – 1987	Simon Langton Girls' Grammar School, Canterbury GCSE O'Levels: 7 including Maths and English Language GCSE A' Levels: Economics, Geography
Ongoing	CIM Postgraduate Diploma
June 2002	Data Protection – Pinsent Curtis Biddle
February 2001	Data Protection and Law – CIM
December 1999	Employment Law – Training Direct
January 1998	Generating Income for your Institution – HEIST

INTERESTS

Foreign Travel Horse Riding Cookery Music Home Renovations

REFERENCES

Miss Cyrihan Macrae, Head of Corporate Affairs
Coventry University, Priory Street, Coventry CV1 5FB

Mr Trevor Beattie, Director
English Partnerships, 110 Buckingham Palace Road, London

Mr John Reilly, Director of Academic Studies
University of Kent at Canterbury, Canterbury, Kent