

# AMY ELLIS(CIIC)

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Location: Windsor, Berkshire, United Kingdom

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High performing, experienced and authentic internal and external communications professional with a proven track record of delivering award winning communications campaigns. Vast amount of experience offering strategic direction to leaders in both large and small teams within organisations. Driven to deliver exceptional results every time. Always willing to take on a new challenge both in and out of work.

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## KEY STRENGTHS:

- Clear, passionate storyteller with superb written and oral communication skills, who can create compelling content for a mix of internal and external channels
  - Experienced stakeholder management and relationship building with all levels
  - Strategic thinker who is always looking at the bigger picture
  - Excellent planner with strong organisation skills
  - Proactive when working collaboratively within a team or independently
  - Motivated to do everything to the best of my ability
  - Dependable to always deliver on time, even with tight deadlines
  - Daily experience in multi-tasking on more than 1 project at once
  - Prioritises self-development by attending and speaking at many industry leading events
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## PROFESSIONAL EXPERIENCE:

### **phs Group, Caerphilly. 2021 - present**

phs Group is the leading hygiene services company in the UK, Ireland, and Spain. I built the foundations of the comms team, and my role now is to lead the internal communications function and all activities for the Group.

### **2024 awards**

- Winner of Institute of Internal Comms award for Best Image
- Winner of Institute of Internal Comms award for Best Storytelling
- Excellence award from Institute of Internal Comms for Best Event
- Winner of Gold Internal Communications and Engagement award for Best IC in our Sector
- Winner of Bronze Internal Communications and Engagement award for Best Storytelling for our employee led videos.

## **2023 awards**

- Winner of Silver Internal Communications and Engagement award for Best IC in our Sector
- Excellence award from the Institute of Internal Comms for the introduction of Yammer
- Winner of People Engagement and Wellbeing award at the Welsh Contact Centre awards

## **2022 awards**

- Winner of Institute of Internal Comms award for Best Image
- Excellence award from the Institute of Internal Comms for Gamechanger
- Winner from FEIEA (European Internal Comms) for Best Image

Improved employee engagement to reach a high of 80% where it has remained for 3 consecutive years and improved eNPS from -21 to +8

## **HEAD OF INTERNAL COMMUNICATIONS AND ENGAGEMENT:**

- Designed and led a robust communications strategy for the group, ensuring that informing our people and connecting them to our purpose, mission and vision was a priority and our messaging was consistent for all audiences across multiple channels and countries.
- Implemented key measures for internal communications for the first time and author of monthly reports to senior management
- People management responsibilities of the Digital Content Designer and seconded colleagues, ensuring a collaborative work environment even though we are geographically spread
- Led on all M&A activity working with the CEO and executive team to write all relevant communications for all affected parties on 5 different acquisitions in 4 years
- Trusted partner to the CEO and his executive team. Improved their visibility and reputation within the group through communications and engagement activities such as a regular CEO blog, webinars and roadshows
- Took ownership of a consistent tone of voice throughout all communications, ensuring brand consistency
- Developed, wrote, and launched our Purpose, Mission, Vision and Values and led an inter-departmental team to help embed them into our organisation in 2023. Latest engagement survey results said that 71.8% of our organisation think we live up to our purpose statement
- Manager of the internal charity partnership with Prostate Cancer UK and have led two company wide fundraisers that have donated over £20,000 to the charity

- Took part as a mentor in Chwarae Teg – a women in leadership programme for Wales and was one of only 10 women chosen for the inaugural Women in Leadership programme at phs
- Implemented new communications tools including the first ever internal social network at phs Group, Yammer, alongside implementation of an analytics tool for Yammer to ensure we can monitor our activity and make changes accordingly. Yammer has improved our engagement by 200%
- Coordinated and run all CEO live webinars. Made recommendations using employee insight to evolve these and improved our employee engagement rating from 6.9 to 8.76 from one webinar to the next
- Led from concept to delivery, the annual phs Leadership Conference and awards ceremony for 4 years running. The conference consistently receives the highest employee rating of the entire year with verbatim comments stating “it had been the best conference they had ever been to”
- Owned the development, comms, execution and reporting of our employee engagement survey. Hit over 80% response rate for 4 consecutive years
- Created compelling content for all channels across the group including email, leadership messages, CEO live presentations and internal social posts
- Used data and insight to improve our email open rate from 60% to a high of 82% in just 4 months. Our average open rate was 74% across the 12 months.
- Worked closely with the Marketing and Social Media team to create a communications plan and strategy that ensured a consistent employee and customer experience
- Champion of colleague engagement and founder of the comms champion network to improve eNPS and brand reputation
- Alongside my team, created several inspiring and effective internal campaigns on many people focused topics including International Women’s Day and Mental Health Awareness Week as well as raising awareness of marketing campaigns and product development
- Owner of all crisis communications including COVID-19, working closely with the CEO and the Marketing Director to manage all sensitive issues
- Creator of all external award submissions leading to 19 shortlisted awards in 3 years

### **Three UK, Maidenhead. 2016-2020**

Three is one of the biggest mobile networks in the UK. Here, I delivered internal communication campaigns to inform, inspire and engage our employees.

Winner of an Internal Superstar award for the planning and execution of our brand new, award-winning wellness programme. This accolade is only given to 0.2% of the workforce.

### **INTERNAL COMMUNICATIONS MANAGER:**

- Developed the communications strategy for our wellness programme, which went on to win external awards. This included our mental health strategy and led to Three signing the external employer pledge to end mental health stigma as part of the Time to Change movement
- Partnering senior leaders and our external corporate team to engage our people through our company transformation and change, often translating complex business messages in to simple, understandable language.
- Exciting our people with brand development and propositions and consistently developing brave, creative, and fresh ideas to do so.
- Creating innovative, authentic, and credible experiences for our people, adding fun, magic and delight wherever needed by owning end to end communications and engagement strategies for all areas of our business.

### **Veolia Water Technologies, High Wycombe, 2015-2016**

VWT offers water technologies and solutions to a range of global companies in a range of sectors including Food and Drink and Pharmaceuticals. Promoted within 4 months, I worked with global stakeholders to improve sales and the VWT brand.

#### **MARKETING COMMUNICATIONS EXECUTIVE:**

- Held independent planning and delivery of the external marketing strategy in 2 of VWT's biggest segments. This included proactive multi-channel marketing campaigns on social media, in print and through PR, webinars and events.
- Helping diverse stakeholders with their marketing strategies by being subject matter expert and offering them clear guidance
- Coaching the Marketing Comms Assistant in the creation and delivery of exciting social media content and all internal communications

### **Denplan, Winchester, 2008-2015**

Denplan is the leading provider of dental payment plans. Worked within our veterinary business to offer marketing support to our clients and the sales team.

#### **COMMUNICATIONS EXECUTIVE:**

- Consistently delivered multi-channel marketing campaigns including seasonal campaigns, social media, trade shows and events and PR making sure results were shared to demonstrate best practice to senior stakeholders
  - Led 2 brand relaunches within this time as the business grew and coordinated this alongside external agencies
  - Improve our brand reputation and awareness through managing our online presence including our website, social media pages and writing all trade press releases and paid for content.
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**QUALIFICATIONS:**

- Completion of the 6-month All Things IC Inner Circle. This is a development programme reserved only for senior leaders in internal communications
- Diploma in Leadership and Management, Shaw Academy
- CIM Professional Certificate in Marketing, Southampton Solent University.
- Bachelor of Art in Writing Fashion and Culture, Southampton Solent University

**REFERENCES AVAILABLE UPON REQUEST**