

Davina Patel

A non-profit communications and campaigns expert with over 15 years' experience. Highly motivated and multi-disciplined with a specialism in campaigns, strategic and digital communications, branding, marketing, crisis management and media relations.

Work Experience

Initiatives of Change – *Head of Communications and Marketing*

April 2014 - Present

- Member of the senior leadership team, responsible for the collective running of the trust building charity, providing strategic thinking in creating the organisational strategy.
- Designed and delivered a number campaigns to raise awareness of the power of community organising and social activism. The latest campaign, The People's Pledge, aims to create a movement of people pledging to create positive change in their communities.
- Directed the development of a new website with a responsive design and new donation integration.
- Developed and implemented an integrated communications and campaigns strategy, raising the awareness of Initiatives of Change and social activism through print, events, media, community organising, and digital campaigns, including the launch of Changemakers magazine.
- Spearheaded the global brand refresh for Initiatives of Change
- Leading a team of three permanent staff, interns, volunteers, contractors and agencies.
- Developed a marketing strategy and rebrand for Greencoat Place, a conference and events centre owned by Initiatives of Change. The strategy helped to increase our income by £60,000.
- Responsible for the marketing and communications budget of £180k - carrying out procurement, putting in place adequate financial controls and reporting on expenditure. Successfully pitched for additional budget by demonstrating ROI.
- Designed and implemented an internal communications strategy to increase communications between staff, our network and volunteers
- Act as a spokesperson for Initiatives of Change, as well as developing and creating media opportunities.

Community Foundation for Surrey – *Communications Manager*

January 2012 - March 2014

- Implemented a marketing and communications strategy to promote the Foundation including securing the Surrey Advertiser as a media partner, providing 12 months of guaranteed editorial.

Skills

Adobe Creative Suite

HTML

Salesforce + Dynamics

Photography

Podcasting

Video Editing

Professional membership/ Courses

Chartered Institute of Public Relations

Environmental Security and Sustaining Peace

Human Rights for Open Societies

PR and Communications in Fundraising

Social Media for Nonprofits

Digital Media for charities

Risk Management and Crisis Communications

Languages

English

Hindi

Gujarati

- Editor of Surrey Uncovered, a complex and sensitive research report into the community needs in Surrey that was turned into a clear, informative report. Project-managed the design and proofing. Implemented the PR and marketing including organising the launch event and media briefings. The report helped to secure endowment funds of £3 million.
- Co-ordinated the national Surviving Winter campaign for two years in Surrey, securing celebrity endorsements and regional press coverage. This resulted in donations of £300k.
- Promotion of grant-making to local community and voluntary groups through online communications, networking events and media coverage.
- Online Communications: introduction of social media, project-managing the re-design of the website and increased use of email marketing. This helped increase grants awarded and awareness of the Foundation.
- Organised events for high net worth individuals which resulted in securing funds of £2 million.

Amnesty International Wales – Campaigns Officer

February 2011 - September 2011

- Assisted the Programme Director with a number of regional campaigns.
- Monitored press coverage, drafted press releases and updated social media channels.

Education

Cardiff University, MA in International Relations and Global Marketing Communications

2010-2011

Dissertation: Public Relations, Social Media and Non-Governmental Organisations: An analysis of Amnesty International UK and its 50th anniversary Campaign.

London College of Communication, University of the Arts – BA (Hons) Journalism

2003-2006

Dissertation: What constraints have been imposed on the Sudanese press during the on-going Darfur genocide and what were the effects?

Projects

Changemakers Magazine – A publication dedicated to sharing stories of inspiring social activists

Created a magazine dedicated to sharing inspiring stories of individuals who are changing the world.

COGO Assist – A virtual assistant start-up

Developed a fully integrated marketing, communications and content strategy to support the growth of this new service.