



## **DOUGLAS RICHARD BROWN**

**BA (Hons), MPRCA, AFHEA**

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Date of Birth: 14 November 1962

Clean Driving License

**Summary: I am a public relations specialist with a track record in a wide range of strategic and operational public relations roles with more than 30 years experience in the not for profit sector.**

**My background incorporates experience in activities as diverse as crisis management and community relations, in settings as varied as environmental issues and health and teaching in Higher Education.**

**My consultancy, *Douglas Brown PR* specialises in developing the communications capacity of not for profit organisations and small businesses.**

### **Key Skills and Competencies**

- ❑ Ability to blend strategic and operational requirements to achieve corporate goals
- ❑ Team management
- ❑ Budget and resource planning
- ❑ Media liaison skills including broadcast media techniques
- ❑ Writing editing and designing corporate materials
- ❑ Event organisation and management
- ❑ Training others in media and communication techniques
- ❑ Public speaking and presentation skills
- ❑ Speech writing
- ❑ Commissioning and working with PR consultants, graphic designers, freelance writers and printers
- ❑ IT Skills (Word, Excel, PowerPoint, Teams, Publisher, various digital photography packages)

### **Membership of Professional Bodies**

- ❑ Member of the Public Relations and Communications Association (PRCA)
- ❑ Associate Fellow Higher Education Association

### **Professional Qualifications**

- ❑ Communications, Advertising and Marketing Foundation (CAM) Certificate 1994
- ❑ Preparation to Teach in the Lifelong Learning Sector 2009
- ❑ Certificate in Teaching in the Lifelong Learning Sector 2010

## **Employment History**

### **Douglas Brown PR - Public relations consultancy : July 2008 - Present**

Self-employed PR consultant and trainer specialising in not for profit organisations and small businesses

### **Lincoln University: Sept 2012 – August 2021**

Fractional Senior Lecturer in Public Relations (three days per week)

### **GLOMACS: 2010 - 2018**

Senior Consultant – delivering PR training on a sub contract basis to clients in the Middle East

### **De Montford University: 2014**

Hourly Paid Lecturer in PR

### **British Psychological Society: 2002 – July 2008**

Public Relations Manager

### **Army Cadet Force: 2002 – 2018**

Voluntary role as Head of the national PR Training Team with a rank of Lt. Col.

### **Army Cadet Force: 2000 – 2002**

National Marketing Communications Officer

### **Rampton Hospital Authority: 1994 – 2000**

Public Relations Manager

### **RSNC, The Wildlife Trusts Partnership: 1988 - 1994**

Public Relations Manager; 1990 – 1994

Publicity Officer; 1988 – 1990

### **Shropshire Wildlife Trust: 1985 - 1988**

Team Leader Publicity and Graphics; 1987 – 1988

Publicity Officer (Volunteer, Full Time); 1986 – 1987

Assistant Countryside Advisor; 1985 – 1986

### **HM Inspector of Taxes, Shrewsbury: 1984 – 1985**

Temporary Clerical Assistant

## **Teaching and Training experience**

### **Executive training with Douglas Brown PR and GLOMACS**

- Training in a range of PR, marketing and communication fields to commercial and not for profit clients. Topics covered include;
  - Crisis communication (one and five day courses)
  - Effective PR Campaigning (one and five day courses)
  - Event management (one and five day courses)
  - Handling the media and media skills (one day courses)
  - Presentation skills (one day courses)
  - Basic broadcast skills (one day courses)
  - Desk top publishing and editing skills (one day courses)
  - Basic web design and management for micro businesses and charities (one day course)

- ❑ Brand development and management for micro businesses and charities (one day course)
- ❑ Bid writing for public contracts (one day course)

### **Teaching at the University of Lincoln**

- ❑ Module lead on the following areas;
  - ❑ Level 1 Effective copywriting and design
  - ❑ Level 1 Integrated communications
  - ❑ Level 2 PR in organisational communication
  - ❑ Level 2 Campaign Structures and components
  - ❑ Level 3 Values, Issues and Crisis Counselling
  - ❑ Level 3 Brand and Reputation
  - ❑ Level 3 Strategic Communications
  - ❑ Level 3 Internal Comms
  - ❑ MA Issues in PR

### **In-house experience and key achievements**

#### **For The British Psychological Society:**

##### **Strategic/corporate**

- ❑ Provision of strategic and operational PR advice to the Trustees via the Publications and Communications Board
- ❑ Development of the Public Relations function from a small "press office" team and pioneered the integration of PR as a core function of the organisation
- ❑ Redevelopment of the Society's web site and introduction of new editorial management processes
- ❑ Managed a total revamp of the Society's media operation updating practice to incorporate the latest technology and approaches
- ❑ Extended the role of the national office to offer a PR consultancy service to all of the Society's member networks
- ❑ Commissioning of first ever market research to gauge effectiveness of PR activity
- ❑ Responsible for co-ordination of the Society's Public Engagement programme

##### **Print and design**

- ❑ Creation of new marketing materials both in print and on line
- ❑ Creation of national display resources to support events
- ❑ Responsible for the Annual Report and online Annual Review

##### **Media Training**

- ❑ Developed a pre-existing, limited, programme of training into a significant operation, offering basic skills as well as advanced broadcast skills courses and bespoke training on a commercial basis for the Society to other bodies as an income generator.

#### **For The Army Cadet Force Association (ACFA):**

##### **Strategic/corporate**

- ❑ Development and implementation of a national marketing strategy
- ❑ Integration of all national marketing communications and fulfillment systems
- ❑ Redevelopment of the national web site for the ACF
- ❑ Commissioning a significant market research project to guide adult leader recruitment
- ❑ Undertaking direct research through focus groups into cadet membership

- ❑ Extensive communication with key stakeholders to elicit support for ACF marketing activity

### **Print and design**

- ❑ Creation of new marketing materials for adult and cadet recruitment
- ❑ Creation of promotional merchandise to support events
- ❑ Creation of national display resources to support events

### **Media Training**

- ❑ As a volunteer I acted as Commanding Officer of the national ACF PR Training Team with the rank of Lieutenant Colonel.
- ❑ I led a team delivering a suite of specialist courses for the Army Cadet Force including digital skills and content generation, photography, broadcast skills, and newsletter production and event management.
- ❑ I also provided hands on training to ACF County PR Officers and was lead tutor on a number of the courses offered.

## **For Rampton Hospital Authority:**

### **Strategic/Corporate**

- ❑ Member of Senior Management Board and project group leader on one of the Hospital's change management projects
- ❑ Development and implementation of the first comprehensive PR strategy for the Hospital
- ❑ Establishment of a community liaison forum (1995) and extensive community relations activities
- ❑ Introduction of a public relations crisis management system
- ❑ Strategic and practical contributions to the communication of the plans to merge the Hospital with other mental health providers in the NHS (1998 – 2000)
- ❑ Leading contribution to the Hospital's successful bids to gain Charter Mark (1999) and Investors in People (1995 and 1998)
- ❑ Management of all internal corporate communications processes

### **Print and Design**

- ❑ Creation and introduction of a new corporate identity and launch of the Hospital as a Special Health Authority in 1996
- ❑ Redesign and re-launch of the Hospital's internal newspaper (1995), and editing a total of 33 editions, all to deadline and budget
- ❑ Production of Annual Reports (1996 – 2000)
- ❑ Creation of a web site for the Hospital
- ❑ Creation of the first ever suite of corporate information about the Hospital (1994)

### **Media**

- ❑ Management of all filming carried out at the Hospital including BBC Panorama (1998), BBC Black Britain (1999), ITN, C4, and BBC News (1999)
- ❑ Introduction of regular facility visits for journalists
- ❑ Media complaints including legal liaison and Press Complaints Commission
- ❑ Regular radio and television appearances as spokesperson for the Hospital
- ❑ Organisation of visits for key individuals including Government Ministers, MPs and senior healthcare professionals
- ❑ Handling of a number of high profile incidents attracting national media interest

## **For The Wildlife Trusts:**

- ❑ National launches of high profile campaigns which included: The 'Water for Wildlife' campaign involving a Royal event and ghost writing of a Sunday Times article for Sir David Attenborough, "National Riverwatch" sponsored by National Power, The Wildlife Trusts' 'Peat Campaign'
- ❑ Provision of PR support for public engagement activities aimed at encouraging people to visit nature reserves and volunteer to maintain them both nationally and locally
- ❑ Co-management of centre-piece stand at the Sunday Times' 'Wildlife, Conservation and Countryside Exhibition, Olympia (1993)
- ❑ Working with numerous sponsors including Bass, National Grid, British Telecom and Barclays Bank
- ❑ Providing advice to local Wildlife Trusts for 3 Royal visits and organising PR for a Royal visit to The Wildlife Trusts' headquarters in Lincoln
- ❑ Provision of media training for staff within the Wildlife Trusts network

## **Education History and Qualifications**

**Newcastle upon Tyne Polytechnic 1981 – 1984**  
BA (Hons) Geography (2.2)

**Adams School, Wem, Shropshire 1974 – 1981**  
GCE 'A' Levels Geography (C) English Literature (E) History (C)  
GCE 'O' Levels English Language (A) History (A) Mathematics (C) English Literature (B)  
Geography (C) Chemistry (CSE 1) Woodwork (D) French (D)

## **Interests and Hobbies**

I am a keen fan of rugby union, following Leicester Tigers Rugby Club I also enjoy keeping fit, being a mountain bike cyclist and walker.

I am interested in travel, photography and natural history, having been on safari in southern Africa annually for the past thirty years and my claim to fame was finding myself face to face, less than 10m from a fully grown male lion whilst camping in the Kalahari desert in Botswana.