



Soroptimist International of Great Britain and Ireland
Application Form – SIGBI Ltd Director of PR, Marketing and Communications

POSITION	SIGBI Ltd Director of PR, Marketing and Communications (2022-2024)
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NAME:	ANNE ROGERS
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CLUB: JOINING DATE:	SI SMETHWICK 2013 - 2017 SI STOURBRIDGE 2017 - CURRENT
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I am offering my time, energy, and commitment to this role, as I strongly believe in its purpose. Now more than ever, our organisation needs good and effective communications, both internally and externally. Although there are three elements to the role, Public Relations, Marketing and Communications, they sit very well together. These are the pillars of our internal and external world, and how we are perceived. We need now to tell the world, who we are and what we are, to raise more awareness of our brand, which in turn helps recruitment and retention of members. My whole life has been around Information Technology, both as a technician and in senior Sales and Marketing roles. In my working career, I was analysed at Cranfield University, using Belbin's team roles philosophy. I know I am a 'team' worker first, a 'company' worker second, and a 'monitor evaluator' third. This is what I bring to the table; team working, respect and loyalty for the organisation and a work ethic of accuracy and detail. I am passionate about communication at all levels. I have good people management skills, having managed teams of people throughout my career. I can offer my Social Media experience and technical expertise. I have held a charity Trustee position and completed a major National Lottery funded project for disadvantaged adults. Interesting experience. My volunteering experience with other organisations gives me a broader view of people, events, and opportunities which, in turn, helps stimulate fresh ideas and more strategic thinking.

Please explain how your professional experience meets the essential and desirable skills as detailed in the Role Specification. (Max 500 words)

When I entered the world of Computing in the late 1960s, I became a woman in a man's world. It was an IBM world then. I attended many training courses and conferences where I was the only woman. A bit daunting at times, however, I was determined that I would succeed, and I did.

Below is a short summary of my experience. I have summarised the essential skills and desirable skills and I believe my career and subsequent voluntary work show my suitability for the role. Although I have no personal experience of journalism, I am active at lobbying MP's and letter writing to bring attention to causes close to my heart.

Essential Skills:
Working at management level, communication skills, strategic thinking and planning, marketing, leadership

Desirable skills:
Board/Committee working, chairing meetings, project management, marketing and comms, engaging stakeholders, use of technology

Private sector

Appointed the first woman manager at **Sandvik Ltd.** Required all HR paperwork to be changed – everything was ‘he’
As Computer Operations Manager, responsible for a budget of £2.5m and 25 staff. Manufacturing environment.
As District Sales Manager at **Computer Associates**, responsible for 8 staff and a team target of £3.9m, selling computer software – achieved
As Business Services Manager, **Granada Computer Services**, responsible for a team of 260 sales managers and engineers, £28m budget. Full profit and loss accountability. Staff administration and training.
As Section Manager, **Marks & Spencer** – responsible for 18 staff in menswear and when on the evening shift, the whole store at Merry Hill Dudley. 70 staff and target of £9m sales. Team management, performance coaching.

Charity Sector

Project Manager for Focus Birmingham (part of BNIB/RNIB)

Managed a three-year Lottery funded project (£170k) to place disadvantaged young adults into employment or voluntary work. Duties included one to one coaching, mentoring, and training using motivational mapping and visualisation techniques. Working with partners such as Pertemps, JobCentre Plus, Remploy, Birmingham Chamber, to help visually impaired/disabled young adults.

Trustee for Focus Birmingham

A strategic role, reviewing Marketing and Communications, Recommending income diversification and fundraising. Developing partnerships and external relationships with third parties. An ambassador's role.

Member of the Business Development & Partnerships sub-Committee.

Communications: Internal and external, including new website procurement and management. WordPress training for senior management

SIGBI Committees: Centenary, Llandudno, Belfast

MAR FCC and MAR President, Communications Officer roles

My participation and involvement in these SIGBI roles demonstrate my skills in team leadership, strategic planning, project management, communication, and technology.

Please use this space to include any other information in support of your application that you have not already entered on this form. (Max 200 words)

I have already given some thought to the role, and these are my initial discussion points:

An external marketing plan needs to be created and executed without delay. Raising awareness of our brand and work is of paramount importance for recruitment and retention. This role must work closely with Membership Director.

Recruitment of a PR Spokesperson, ideally with links to press and social media experience. Issue press releases at least once a month. Consistent and regular social media awareness campaigns.

Develop and improve working partnerships with other women’s groups, service organisations and local councils.

Fast response to world-changing events like Ukraine and Afghanistan. It’s not enough to publish ‘where we stand’ on our website. We must be proactive, deliver our message quickly and concisely and follow up

More lobbying of government. Engagement of local MP’s. Identify a club or regional contact and make it their mission. What do we want them to do? Be clear about our objectives.

Social Media strategy – Align the strategy to SIGBI’s objectives. Brand awareness. Do we have a Communications plan? If so, have we communicated it down to the regions? If not, how can we deliver a consistent message?

Social media ambassadors with their objectives to target a list of organisations both locally and nationally that we wish to get closer to.

Office held at Club/Region/NA/Network/Federation Level (**MOST RECENT FIRST**)

President – SI Midland Arden Region 2021-2022
FCC – SI Midland Arden Region 2020-2022
Communications Officer – SI Midland Arden Region 2020 - current
Belfast Conference Committee 2021-2022
Llandudno Conference Committee 2020-2021
Communications & Press Officer SI Stourbridge 2020 - current
President - SI Stourbridge 2019-2020
Centenary Working Party 2019-2021
Social Media Champion – SI Midland Arden Region 2018 – 2020
News & Views Editor SI Midland Arden Region 2018-2020

Please include a list of all Directorships and Trustee positions that you currently hold or have held previously in the past 10 years.

Trustee – Focus Birmingham July 2013-2015

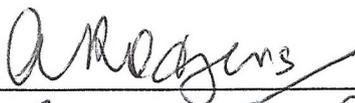
Declaration

All the information I have provided is true and correct. I understand that any misrepresentation or non-disclosure of any kind may jeopardise my application or position as a director and could mean that consequently this data is shared with Companies House. I also authorise SIGBI Limited to place my non-confidential information on the members' only section of the SIGBI website, as part of the election process, on the understanding that it will be removed as soon as the election is over.

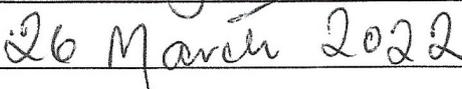
I declare:

- I am willing to act as a Director of Soroptimist International Great Britain and Ireland (SIGBI) Limited, a charitable company limited by guarantees and registered with Companies House in England and Wales and the Charity Commission for England and Wales.
- I am qualified to act as a director of a company limited by guarantee registered with Companies House in England and Wales.
- I am qualified to act as a Trustee of a charity registered with the Charity Commission for England and Wales.

Signed



Date



This is a self-nominating application form. However, you are required to seek the support of an Officer of a Region/National Association/Country for this post.

TO BE SIGNED BY:	
Officer: (Name) <i>Enclose</i>	Position: <i>Immediate Past President</i>
Region/NA/Country (Name) <i>Midland Arden</i>	Date: <i>29.3.2022</i>

METHOD OF ELECTION

In all cases, the Officer of the Region, National Association or Country (not within a Region or National Association) supporting an Applicant must be assured the person meets the eligibility criteria for the post and has the necessary skills, experience, and knowledge to fulfil the responsibilities of the post. Please consult the SIGBI Byelaws and Role Specifications to ensure all criteria are met.

Please note, as part of the election process information from this form will be placed on the secure members' only section of the SIGBI website. By signing the declaration form above you are authorising SIGBI to do this. Personal financial details will not be disclosed on the website or elsewhere.

Completed forms must be returned to SIGBI HQ, 2nd Floor, Beckwith House, 1 Wellington Road North, Stockport, SK4 1AF by 31 March 2022.

Please note nominations will only be accepted in the format of this form. CV's, letters of application etc cannot be accepted either as a nomination or as an addendum to the information requested on this form.