

# Portfolio - 2026

Hi, I'm Faith McMath, a communications professional and copywriter with more than 15 years' experience.

Holding both agency and in-house positions, I've worked with brands across a broad range of industry sectors.



# Brands I've helped promote...



# Sample projects:

**60+ pages of web content** for comparethemarket.com.  
Major focus on SEO and tone of voice [Link to site](#)



## What is private health insurance for children?

If your child becomes ill, child health insurance is designed to pay out, covering the cost of the treatment needed.

While plans differ, having child health insurance could mean:

- faster access to medical care for your child
- access to treatments and tests that aren't available on the NHS
- treatment in comfortable private hospitals and clinics
- support and accommodation for you while your child is being treated

Child health insurance is not a replacement for NHS care, and certainly doesn't stop you from using NHS services for free – it means that in certain situations your child is covered for private medical care.

## Related Articles

- [Compare health insurance](#)
- [Family health insurance](#)
- [Individual health insurance](#)
- [Joint health insurance](#)
- [Critical illness cover](#)

## Frequently asked questions

**What kind of child health insurance policies are there?**

**What does child health insurance cost?**

Here are some of the key things to be aware of when choosing a policy.



You can't go private for everything. For example, accident and emergency treatments aren't covered – though of course the NHS will still provide the care your

Writing all copy plus total project management of an **annual diversity report** for St Andrew's Healthcare:



# LGBT+

St Andrew's has had an active LGBT+ network for many years. Its aim is to help people to feel they can 'bring their whole self to work', because those that feel they must hide their identity at work often suffer in terms of both well-being and performance.

The network meets regularly and embraces key events in the calendar such as LGBT History month. As part of the activities in the month they gave and presented the Rainbow Richard Galley to their system. Having been a patient at St Andrew's, at the age of 17, he said that his experience were best 'saved his life'.

Having environments of people that are positive and caring makes life, hopefully, more positive ourselves and others. Through sharing our LGBT+ network we can help those aware of people that facing struggles and so in the community I hope to be able to help those that are struggling.

- St Andrew's HealthCare
- Staff Services Dept

Mercedes Newford  
Co-Chair LGBT+ Network

www.standrews.co.uk 2019

## Jacki | QT, Technical Instructor

Jacki is a Technical Instructor at St Andrew's HealthCare. She is a member of the LGBT+ Network and is a member of the Technical and Quality Improvement (TI&Q) team.

Jacki has been a member of the LGBT+ Network since 2017 and is a member of the Technical and Quality Improvement (TI&Q) team. She is a member of the LGBT+ Network and is a member of the Technical and Quality Improvement (TI&Q) team.

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# Creating, designing and managing the **event workbook** for a nursing conference

## Today's agenda

### 09:45 - Registration

### 09:50 - Introduction and welcome from your faculty

- British Society for Heart Failure and Transcatheter Interventional Cardiology
- British Society of Heart and Lung Transplantation
- British Society of Renal Transplantation
- Association of Nephrology Nurses
- Kidney Support and Care

### 09:55 - Managing the renal patient has never been more important

with Professor Anand Kumar, MD, of Apollo Research Centre, University of Liverpool

### 09:55 - Writing up a Clinical Practice Review - Why do it and what it means

from Dr Amy Thomas, Specialist Heart Failure Pharmacist, North Bristol NHS Trust

### 10:00 - Coffee, networking and exhibition

### 10:05 - State of the Nation, State of the Profession

Presented by RANAC, BSHF, Nephrology Nurses and CNA Forum

### 11:20 - Best Dose Specialist Workshops

Please see the agenda for more details on these specialist sessions

### 12:00 - Treatment options for cardiovascular metabolic disease: A case review

Dr Umar Farooq, MD, of Liverpool Regional Association, will be joined by Dr. Amina Ahmad, PhD, of Liverpool Regional Association

This presentation is a case review that has been developed and funded by the Birmingham and West Midlands Local Clinical Commissioning Group (CCG) and is available for free on the CCG website (www.birminghamccg.nhs.uk)

### 12:00 - Live UK, networking and exhibition

### 12:30 - Funding numbers into a carbon footprinting case in TDM and GDF

Dr Umar Farooq, MD, of Liverpool Regional Association, will be joined by Dr. Amina Ahmad, PhD, of Liverpool Regional Association

### 14:04 - Hearing with Heart: Empowering Patients with HF in South East London

Dr Umar Farooq, MD, of Liverpool Regional Association, will be joined by Dr. Amina Ahmad, PhD, of Liverpool Regional Association

### 14:48 - Tea, networking and exhibition

### 15:00 - Case Studies - HF and GDF in a patient with a complex history

### 15:48 - Your hF.Ren.Ds pledge

### 15:58 - Bookshop

### 16:00 - Close

18:00 - Dinner at the hotel (please see the agenda for more details on this event)

## The hF.Ren.Ds Faculty



### British Society for Heart Failure Nurse Forum

The British Society for Heart Failure Nurse Forum is a specialist forum for heart failure nurses, providing a platform for sharing best practice and supporting the development of heart failure nursing practice.

The British Society for Heart Failure Nurse Forum is a specialist forum for heart failure nurses, providing a platform for sharing best practice and supporting the development of heart failure nursing practice.

We also have patient education and resources from the heart failure nurse specialist network, including the heart failure board and the Republic of Ireland

Our mission is to advance heart failure nursing practice, ensuring that every patient has access to a high quality heart failure specialist nurse. Our vision is that heart failure nurses play a nationally recognised pivotal strategic role in the treatment of patients.

Website: [www.bshf.org.uk](http://www.bshf.org.uk)



### Diabetes Specialist Nurse Forum UK

The aim of the DSNU Forum UK is to promote best practice to improve outcomes for people living with diabetes, to connect diabetes specialist nurses across the UK within a supportive network.

Our website is designed to help healthcare professionals investigate the best practice of our changing online bookshop available to reduce the diabetes learning and delivery costs. It also features the working practice development and support in a digital media landscape.

Website: [www.diabetesnursesuk.org](http://www.diabetesnursesuk.org)



### Association of Nephrology Nurses UK

ANNUK is a non-profit making...

ANNUK is a non-profit making, membership organisation that aims to provide support for registered and non-registered nurses through education, research, evidence based practice and by setting national standards for current working in dialysis care.

Website: [www.annuk.org](http://www.annuk.org)

# hF.Ren.Ds

Collaborative solutions in the Heart Failure, Renal and Diabetes environments

**hF.Ren.Ds 2024 : Season 3**  
Friday 5 July 2024

**TOGETHER WE ARE STRONGER!**

Welcome to hF.Ren.Ds Season 3! Get ready for an inspiring event focused on teamwork, collaboration and advocacy with the world's renal and diabetes specialists and professionals in closely connected, or novel, to go beyond the individual specialty silos.

Now, enter this year, by working hand-in-hand as a multidisciplinary team, we can better manage these conditions.

1,000+ Colleagues have worked together in support of specialists to support the delivery of hF.Ren.Ds Season 2 2023 from multiple specialties. We believe together we can support and ally. Alliance and Roche. Our sponsors have had no editorial input or control over the agenda, content, development or choice of speakers, and opportunity to influence beyond the Association and Bookshop and hF.Ren.Ds specialist speakers or the matters which they are fully responsible for.

**Platinum sponsors**

AstraZeneca, Boehringer Ingelheim, Lilly, Roche

**Silver sponsor**

Roche

**DIABETES UK**

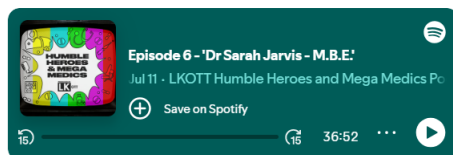
LKopt

# Editing, uploading and publicising podcasts



## Our Podcast Series

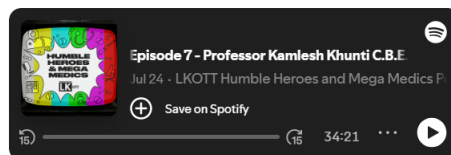
### Humble Heroes and Mega Medics



#### Episode 6 - Dr Sarah Jarvis MBE

Sarah is probably the UK's best known GP, thanks to her prolific role as a 'media medic' on BBC's The One Show, BBC Radio 2's Jeremy Vine programme, Good Morning Britain and many more.

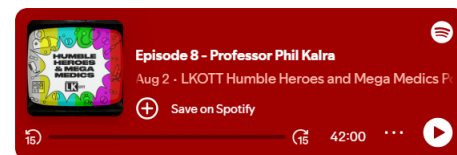
On this podcast we chat about Sarah's career, her childhood and her unwavering commitment to helping people understand and manage all kinds of health concerns.



#### Episode 7 - Prof Kamlesh Khunti CBE

Meet one of the world's top 10 diabetes legends, and the ultimate Humble Hero. Kamlesh is a much loved figure in the diabetes world, and a research pioneer. Not only is he Co-Director of the Leicester Diabetes Centre and Professor of Primary Care Diabetes and Vascular Medicine at the University of Leicester, he was also a member of SAGE during the pandemic. Kamlesh was one of the first to spot the disproportionate impact of Covid-19 on people in ethnic minorities.

Still practicing part time as a GP in Leicester, Kamlesh was the very deserving recipient of a CBE in 2022.

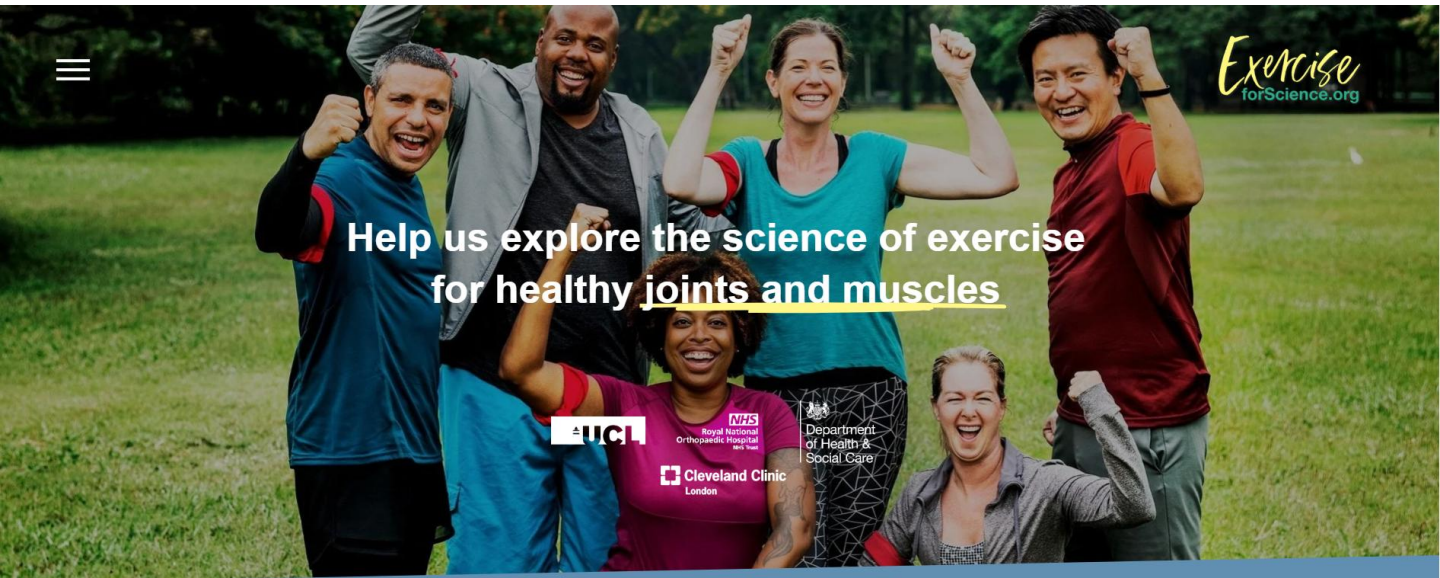


#### Episode 8 - Professor Phil Kalra

Phil is our first guest outside the world of diabetes, as a consultant nephrologist - AKA 'Kidney Doctor' - working in Salford. As UK lead for the National Institute of Health Renal Disorders clinical trials network, Phil has been involved in several large UK projects and was recently appointed Academic Vice President of the Renal Association.

He is a prolific and massively well respected educator and mentor, giving so much to support future specialists on their medical journeys.

# Website management for an exercise research project - Exerciseforscience.com built in Squarespace



Exercise  
forScience.org

Help us explore the science of exercise for healthy joints and muscles

UCL  
NHS Royal National Orthopaedic Hospital NHS Trust  
Cleveland Clinic London  
Department of Health & Social Care



News from our community



09/09/2025  
**Running and ageing: defying limits at 97**

What can we learn from Grace Chambers, who has completed her 250th parkrun at age 97?  
[Read More](#)



01/09/2025  
**Six must-do exercises to maintain joint and muscle health over 40**

Experts have recommended six key exercises to help us maintain strength, stability and mobility as we  
[Read More](#)



07/05/2025  
**Chasing the silent thief: new insights on sarcopenia**

Understanding why we lose muscle mass with age - and what that means for our bodies - is made easier with MRI scanning.  
[Read More](#)



02/04/2025  
**New thinking on back pain**

Exercise is among the few effective ways to ease chronic pain - but can neuroscientific approaches also help?  
[Read More](#)

Registration, publicity and delivery of a series of medical webinars

**Elevate Webinar 1 - September 2024**  
LKOTT

**Elevate**  
Clinical Leadership  
and Excellence for  
Nurses in Primary Care

**Elevate Webinar One**  
24 September 2024  
6.30pm

Boehringer  
Ingelheim

38:08

vimeo

This screenshot shows a video player interface for 'Elevate Webinar 1 - September 2024'. The main content area features a purple and white graphic with the 'Elevate' logo and the text 'Clinical Leadership and Excellence for Nurses in Primary Care'. Below this, it says 'Elevate Webinar One' and '24 September 2024 6.30pm'. The Boehringer Ingelheim logo is visible in the bottom right of the content area. The video player includes a play button, a progress bar at 38:08, and various control icons like volume, settings, and full screen. On the right side, there is a vertical list of participant thumbnails with icons for heart, clock, and share.

**Elevate Webinar 4 - Project Inspiration**  
LKOTT Communications

**Elevate**  
Clinical Leadership  
and Excellence for  
Nurses in Primary Care

**Elevate Webinar 4**  
March 4 2025

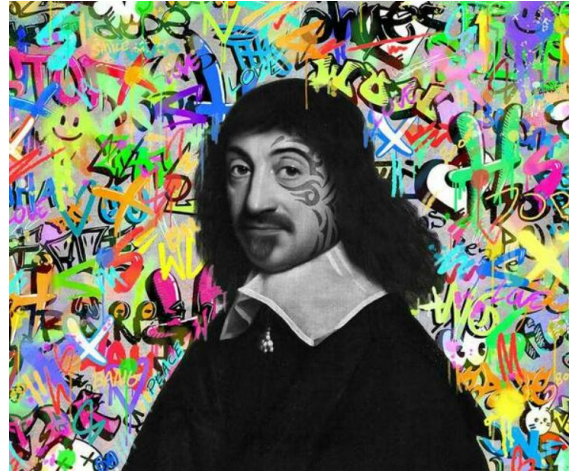
Boehringer  
Ingelheim

31:02

This screenshot shows a video player interface for 'Elevate Webinar 4 - Project Inspiration'. The main content area features a purple and white graphic with the 'Elevate' logo and the text 'Clinical Leadership and Excellence for Nurses in Primary Care'. Below this, it says 'Elevate Webinar 4' and 'March 4 2025'. The Boehringer Ingelheim logo is visible in the bottom right of the content area. The video player includes a play button, a progress bar at 31:02, and various control icons like volume, settings, and full screen. On the right side, there is a vertical list of participant thumbnails with icons for heart, clock, and share.

# Sample projects:

Dozens of **product descriptions for Mineheart.com** – an eclectic interiors brand – lengthy descriptions designed to hit specific SEO keywords



## About the Product

Is it just us, or has Pop Graffiti Renato got a touch of the Robert de Niro about him? 'Are you looking at me?' he asks. Well, yes we are, Renato! Who wouldn't be with such an eye catching image in front of us?

This graffiti pop art canvas is a brilliant design from Mineheart favourite, Kirin Young. In this series he takes real 17th century portraits and gives them a 21st century update. This cloaked gentleman will originally have posed for a Renaissance painter but now, instead of the dark wood panelling we might expect as a background, a new pop art flavour has been added with a brightly coloured graffiti wall.

Not only that, but Renato now sports some edgy looking face tattoos. No wonder he looks so pleased with himself.

If you like this de-Niro-lookalike **Modernaissance** design, don't miss the other editions in our graffiti pop art painting collection. You could even create a whole feature gallery of these fantastic graffiti **portraits**. We guarantee they will get a lot of attention.

If you're looking at luxury wall art as part of an update to your **living room**, don't miss our blog: **[the ultimate 2021 living room decor guide](#)**.



Girl without a Pearl Earring wall art by Young & Battaglia

The original Girl with a Pearl Earring is one of the world's most famous artworks. Young & Battaglia's pastiche of this ubiquitous painting is a quirky version exploring what happens when a famous image becomes invisible.

The real Girl with a Pearl Earring was painted by Johannes Vermeer, a Dutch Baroque painter famous for his depictions of middle class life in the 17th century. The original painting is on display at the Mauritshuis museum in The Hague, the Netherlands. It looks very much like this version - only the subject has a face, and of course a pearl earring. In creating this pastiche, Young and Battaglia have played with the concept of portrait art. Is it still a portrait if the person is invisible?

By removing the face of the subject we are invited to use our imaginations to conjure up our own ideas. Who does this pretty headdress belong to? What sort of an expression are they wearing? By using our mind's eye we can have a different face in the frame as often as we like - so this piece of parody art will never lose your interest.

Girl Without a Pearl Earring art is one of a series of pastiche pieces where classical paintings are reinvented - removing or obscuring the person in each portrait. Some are made completely invisible, such as this piece and [Military Costume without Old Man](#). Others have their faces hidden - like our version of the [Mona Lisa](#), or the [Young Woman with a Facial](#). Others disappear in darkness, leaving just their hands behind - [Hands of King Charles](#), [Hands in Prayer](#), [Hand Holding Gloves](#) and [Hands Holding Flower](#).

If you're looking for a statement piece of wall art this is a wonderful choice. It's both classical and contemporary, beautiful yet fun. It's a framed canvas that comes in four sizes to suit any space or room. It will work beautifully as a feature piece or as part of a gallery wall.

# Sample projects:

**Event email campaign** to drive exhibition visitors and stands – each tailored to a unique show brand

**in-cosmetics® global**  
Barcelona • 13-15 April 2021

**30 YEARS OF INNOVATION**

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**in-cosmetics Global is a big stage when it comes to skincare innovation...**

So, to help professionals like you, Shona, find where all the skincare action is this 2019, we've placed a few related show initiatives front and centre stage to help you get the most out of your experience at the show.

[Upgrade your badge](#)

**Half-day scientific Workshops:**  
**Ageing skin: what's behind the face**

The secret to eternal youth remains a mystery. Luckily, experts in skin research will be revealing the latest anti-ageing innovations with this scientific workshop.  
**Book before 28 Feb to save 10%.**

[Book your place now](#)

**wtm LONDON**  
5-7 November 2018

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**wtm Insights**  
Advancing the global travel industry

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Hello Louis

WTM London 2018 is the place to discover the ideas that will shape the future of travel — and our interactive guide gives you the inside scoop:

- Discover new features for 2018, including Inspiration zones and **Travel Forward**
- Attend our Brand new **Travel and Tourism awards**
- Explore our industry-leading seminar programme
- Learn from global travel experts
- Plan your travel and accommodation

[See the show preview](#)

Sound good? It all takes place in less than a month — but you need to book your free ticket to join us.

[Read the guide](#)

 **HRD** | Collective

 **TREASURY EXECUTIVE DIALOGUE**

# Sample projects:

Working alongside another copywriter to create an **annual report for RIBA**



# Sample projects:



**10-15 articles per month for a mortgage content firm.** The agency creates content for local mortgage advisors. They set me a title and suggest headings – I research keywords and content.

## **First Time Buyer mortgages - how to buy your first home**

Getting on the property ladder is a big milestone in your life. It can be both exciting and daunting, and it feels like there's a lot to learn. At Easy Street we help First Time Buyers at every step in the property journey, making sure you understand the process, helping you set your budget and, once you've found a home, gaining you access to a suitable mortgage deal.

### **What is a First Time Buyer mortgage?**

There aren't any specific mortgages just for First Time Buyers. You can choose from most mortgage types, such as fixed rate, variable rate, repayment or interest-only mortgages. The length of a mortgage is usually 25 years, but it is possible to get shorter or longer mortgage terms. Each mortgage type has its pros and cons. A qualified mortgage adviser will help you explore the options.

### **How much could a First Time Buyer borrow?**

The first step towards buying a home is to find out how much you could borrow. This sets your property budget so that you can start looking at flats or houses. Generally you could borrow around four to five times your salary on a mortgage, but you will also need to put down a deposit.

### **How much deposit does a First Time Buyer need?**

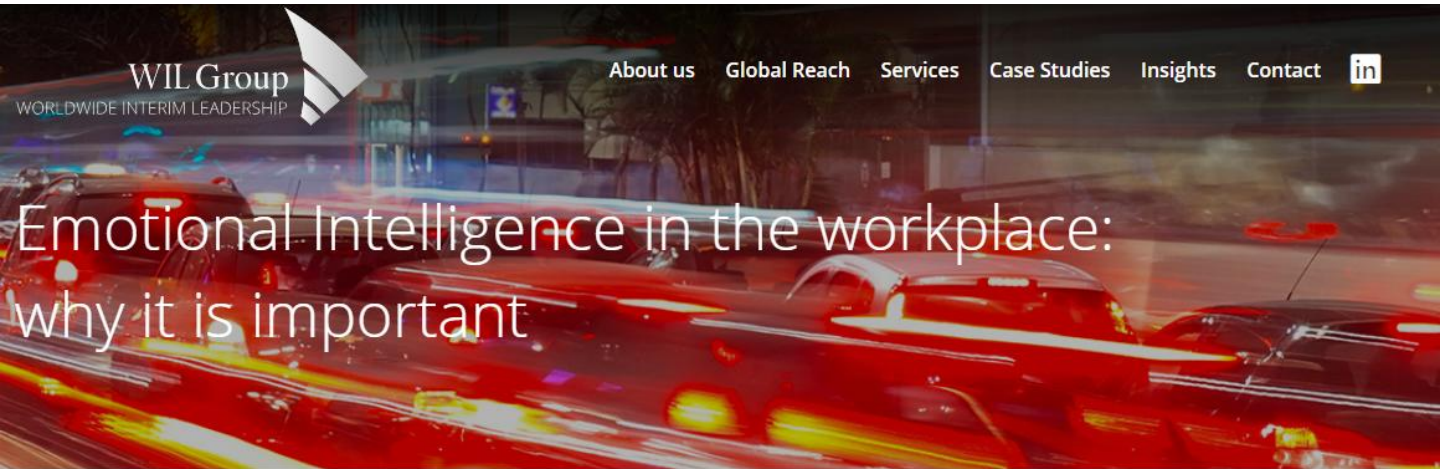
You need a cash deposit to put towards a home. We recommend saving at least 10% of the home's value, but it's possible to buy with a 5% deposit if you have a good credit rating. The bigger your deposit, the smaller your monthly payments may be. A higher deposit may also get you preferential interest rates.

### **What is an Agreement in Principle?**

An Agreement in Principle is sometimes called a Decision in Principle. It is a statement from a mortgage lender how much they would be prepared to loan you. Having an Agreement in Principle gives you credibility and shows you're serious about buying a house. It involves a lender running a few checks on you and confirming in writing if they think a mortgage loan is possible. Your Agreement should be free and is usually valid for 30 or 90 days. There's no guarantee you will get a mortgage at this stage, however. You will need to do a full mortgage application when you find a property you want to buy, and occasionally these can be declined. Talking to a Mortgage Broker at the outset could prevent this from happening.

# Sample projects:

## Monthly blogs for an interim recruitment firm. [Second example](#)



## Emotional Intelligence in the workplace: why it is important

WIL Group > Insights > Emotional Intelligence in the workplace: why it is important

### Emotional Intelligence in the workplace: why it is important

In decades past, thriving businesses relied on a hierarchy with a strong emphasis on 'command and control'. They did well because they were led by people with a clear vision, who used power and influence to drive their teams towards a common goal.

But business today is different. Globalisation, digitalisation and political unpredictability mean that companies need to collaborate with partners in all kinds of sectors. They must react and manage change fast and effectively, and harness innovation for competitive advantage.

And that means very different skills have become important. Emotional intelligence, a term that was unheard of at the end of the last century, is arguably one of the most important characteristics that today's ambitious employees need to master.

#### What is emotional intelligence?

Psychology Today defines it as 'the ability to manage your own emotions and those of others'. In a book called "Emotional Intelligence - Why It Can Matter More Than IQ" an American psychologist called Daniel Goleman suggested that emotional intelligence comprises five elements:

1. Self-awareness: understanding your emotional responses, strengths and weaknesses and not letting your feelings cloud your judgement.
2. Self-regulation: being able to control emotions and impulses.
3. Motivation: being strongly motivated to deliver long-term success.
4. Empathy: recognising and identifying with the wants, needs and views of people around you.
5. Social skills: having characteristics that make you easy to talk to and work with, and easy to like.

Successfully managing people and relationships is very important at work so, clearly, people who have these skills tend to do well in the workplace and build strong careers.

#### Why is emotional intelligence important at work today?

There are many reasons why emotional intelligence can be such an asset:

- **Working with colleagues on a global level.** Today's businesses work across many countries and cultures, and embracing diversity often requires sensitivity and self-awareness. Emotionally intelligent people are better able to sense the mood and feelings of others and act accordingly, which can prove invaluable in many situations.
- **Coping with and driving change.** In today's world, change is a constant. Emotionally intelligent people can not only cope better with changing situations, but they can assist their teams and colleagues in adapting too – by listening, acting calmly and addressing their concerns.
- **Calm decision making.** Today, decisions often need to be made fast and under stressful circumstances. If you have emotional intelligence you're more likely to react pragmatically in a

# Sample projects:

**Monthly articles for WorkingMums** – a national jobs and careers site

[Link to articles](#)

## Activity ideas for kids during self isolation

Whether you're self isolating as a precautionary measure or your childcare facility or school is closed, the prospect of keeping children busy at home can be a daunting one. There are some parents out there who are amazing at coming up with creative kids' activities at home and have endless patience. But if you're not one of them, let workingmums help you keep the kids busy and your nerves intact.



The best activities for kids at home will depend a little on their ages and preferences. Some children love crafting and artwork, while this can leave others cold.

### Craft ideas for kids

Here are a few crafts for kids that should keep them entertained for a while:

- A paper aeroplane competition. Compare different designs and see how well they fly and land.
- Create a family tree together, to explore the different branches of your family and their origins.

# Sample projects:

## 4 x blogs per month for a lettings firm.

I'm given 4 titles and have free rein over content

[View more examples here](#)

## 7 money saving tips for under 30s



Looking to save up for a deposit on your first home? Or are you wanting to get the funds together for a few months of travel? Perhaps you've been reading up on the benefits of investing young for a fun and prosperous future.

Whatever your motivation, if you're under 30 and trying to save money, we have seven great tips to help you hit that target fast.

### 1. Set up a standing order:

Don't trust yourself to put money away at the end of each month. Invariably you'll spend it long before! Set up a standing order that puts a certain amount away as soon as you're paid. That way you protect the savings and get used to living without them.

### 2. Pay as you go

Many of us are spending £50 a month on our mobile phones. That's £600 a year! While it's nice to have the reassurance of unlimited calls and texts, you may find that a pay as you go mobile saves you over £30 a month. With Wifi available almost everywhere these days, you might not even need mobile data – which will boost your savings further. Give it a try and see how much you save.

### 3. Stick to your shopping list

Supermarkets rely on us to buy a few added extras every time we shop. A new top, a treat for dessert, an extra bottle of wine... by planning a shopping list before you set foot in the store, and sticking to it, you will save at least £10 a visit. Those savings will soon add up. After all, every little helps!

### 4. Bin the gym

Gym membership can cost anything from £20 to £100 a month. Quitting your contract and putting that money straight into your savings will quickly boost your funds. And your health and fitness doesn't need to suffer. There are millions of free exercise videos on YouTube with everything from weight training to aerobics and yoga. Meanwhile running, walking or cycling will give you the added benefit of fresh air.

### 5. Declutter for cash

Turn unwanted items into savings by selling old DVDs, books, clothes and shoes on an auction site or at a car boot sale. Designer or desirable items can fetch significant sums towards your investment goal.

### 6. Make your own lunch

If you buy lunch every day at work you might spend £4 a day... add in £2.50 for a coffee and £1 on snacks. It doesn't feel like a lot, but that's £7.50 a day, £37.50 a week... £1,800 a year! Make a sandwich, soup or salad at home and save big bucks for your future home, car or holiday.

### 7. Chop your channels

Do you subscribe to multi-channel TV? Chances are you're spending more than £20 a month on the privilege... alongside Amazon Prime AND Netflix too. Cut the TV package and just choose one TV-on-demand provider. There's always something interesting to watch – and even if not you can enjoy seeing the digits on your bank account increasing!

Follow these tips and you'll instantly be saving more than £300 a month – without too much pain. In a year you'll have £3,600 – a great step forward towards those all-important life goals.

# Sample projects:

## Article on women in the workplace for an engineering firm, based on interview

To mark International Women in Engineering Day tomorrow, we asked Melissa Hipwell, Director of the Project Management Consultancy Advice Group, for her thoughts and experiences on equality in the workplace:

### **Starting out is tough**

My early career as a female engineering graduate was tough – I was definitely on my own. Only 10 per cent of the students on my degree course were female, and a number left. When I got to the workplace, I was one of just two female engineers.

What really helped was that I had considerate (male) line managers who actively sought to include me and involve me wherever they could, and my confidence quickly grew.

Like many women, I did find that my contributions were sometimes dismissed – only to be well received once my manager reinforced what I'd said. Or worse, when another male made exactly the same point, it was suddenly a good idea!

Becoming chartered was a real milestone, after which point I felt that I was really listened to and respected.

### **Thoughts on the Gender Pay Gap**

I think it's great that companies are now reporting on their gender pay gap, as it highlights the issue of equality, but the figures are widely misinterpreted.

It's not that men and women receive different levels of pay for the same job – that's illegal. It's that more women often hold lower paid roles, such as administration or finance, and far less women hold the most senior roles – and that's true in many sectors, not just ours.

I wasn't surprised by the Royal HaskoningDHV pay gap report, but it did raise lots of questions for me. Why aren't there more women in senior roles? Do we do enough to attract women into the sector? Do we do enough to keep them? Do we unconsciously choose men for promotion over equally capable women?

I'm actively working with the UK HR team to get some answers.

### **Raising the bar**

The theme of International Women in Engineering Day this year is 'Raising the Bar'. To me, this is about increasing the number of women that achieve their full potential and develop their careers to a higher level.

I'd love to see us set a target to increase the number of senior women over the next five years. But we also need to find out if that's what they want.

One of the initiatives coming out of the HR team in the coming months is a survey across all employees to assess how people are feeling about the workplace. Do those in minorities feel they can be themselves? Are their developmental needs and ambitions being met? How far do they want to progress, and what is important to them?

A roundtable is also in the works, with the aim of better understanding the gender pay gap and how we as a company can address it together – if you're interested in taking part in this please contact HR.

The results of both initiatives will be vital in shaping how we approach this.

### **Positive discrimination vs unconscious bias**

I'm definitely not an advocate of positive discrimination. I want to know that I've earned my progression and I'm judged for what I bring, not my sex or ethnicity, and I'm sure others feel the same.

But all too often you hear that a 50/50 mix of males and females are applying for senior roles, yet every promotion goes to a male.

Unconscious bias is a recognised factor in this. It's where our brains make incredibly quick judgments and assessments without us even realising!

# Sample projects:

Six month appointment to draft all web content for a mental healthcare charity.

[Link to site](#)



About | News & Events | Services | Bed & ward search | Patients & Carers | Careers | Education | Research Centre

> PICU & Rapid Response



## Careers in mental healthcare

We want to provide the best possible care to our patients. To achieve that, we need the best people possible in every role in the Charity.

Our staff are our greatest asset, so St Andrew's wants to attract the best people to come and work with us, and to provide an environment where individuals can flourish and learn.

Today we have over 4,500 staff across our sites in Northampton, Essex, Birmingham and Nottinghamshire, and have a wide range of opportunities across a number of different clinical and non-clinical professions.

You can search and apply for jobs using the search function on this page.

If you'd like an update on an application you've made for a job, [login to our recruitment system](#) to find

### Job Finder

Search for the latest career options.

Job Role \*

Type Of Job

Profession \*

Profession

Location \*

# Sample projects:

**Brochure copywriting** – both print and interactive PDF. Clients include Holloway Friendly, Coloplast, Royal HaskoningDHV, Kidney Research and WIL Group



**THE BELFRY**  
HOTEL & RESORT

Charity Golf Day 2020  
**Sponsorship Packages**

Monday 1 June 2020  
at The Belfry, Birmingham

**Kidney Research UK**  
kidneyresearchuk.org

**packages**

**Buggy sponsor** Cost exc. VAT: **£2,500**

- Company logo attached to each buggy
- Company vehicle featured on goody bags
- Distribution of marketing materials to buggy
- Banners displayed with company logo to the golf
- Opportunity to present a memorial gift to buggy
- Photo opportunities with company buggy and branding prior to event

**Goody Bags** Cost exc. VAT: **£3,000**

- Opportunity to provide goody bag bags printed on hole bag
- Company logo featured on goody bag
- Company logo away in goody bag
- Logo featured on sponsor page in programme and on website
- Banners displayed on social media
- Photo opportunities with company buggy and branding prior to event

**Givergy** Cost exc. VAT: **£5,000**

- Four tickets to dinner for 2 people
- Co-branding on all materials, marketing and merchandise - including social media marketing, website, literature and banners, "Thank you" near 80,000 individuals and companies
- Company branding on the day
- Networking opportunities throughout the day with guests, including senior business figures and celebrities
- Full page feature within the event programme
- 20 minutes spot on our social media channels
- Certificate of support
- Recognition of support on 2020 web page
- Full page feature in the programme for sponsorship of the 2021 Kidney Research UK Golf Day

**Headline sponsor** Cost exc. VAT: **£10,000**

- Management and leadership workshop or informal Q&A with Kidney Research UK ambassador "Barry FCV, Teen Dytch"
- Full page programme feature
- 20 minutes spot on our social media channels
- 4 ball structures for Belfry
- Co-branding on all materials, marketing and merchandise - including social media marketing, website, literature and banners, "Thank you" near 80,000 individuals and companies
- Company logo on the day
- Networking opportunities throughout the day with guests, including senior business figures and celebrities
- Full page feature within the event programme
- 20 minutes spot on our social media channels
- Certificate of support, along with framed memorabilia of the day for display in company office
- Recognition of support on 2020 web page
- Full page feature in the programme for sponsorship of the 2021 Kidney Research UK Golf Day

**Studying blood is a key part of CR research and £4,000 can allow us to cut 6 months from 18 months worth of studies.**

**An investment in you is an investment in our future and research. We are looking for sponsors who can help us to make a difference.**

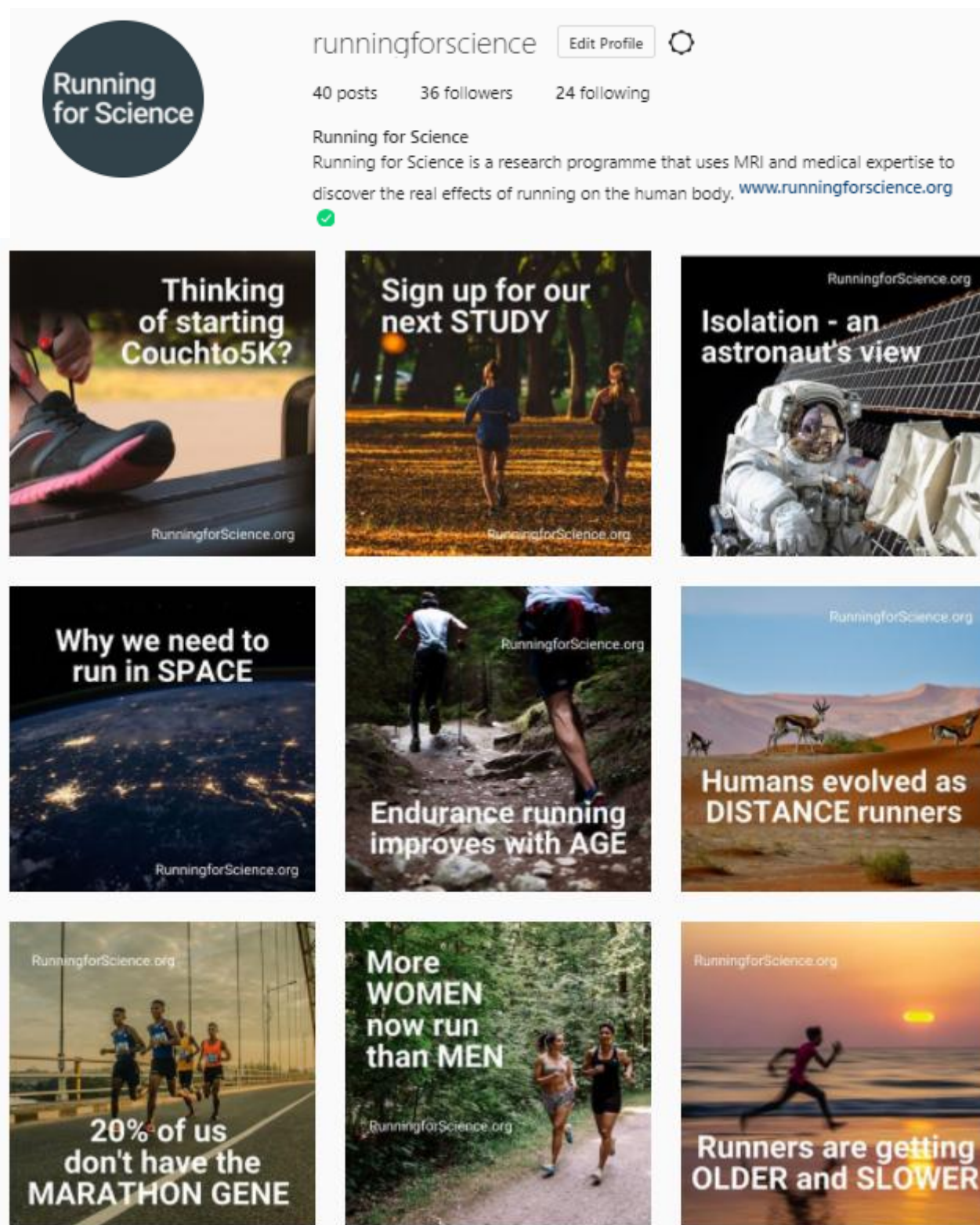
**Kidney Research UK**

**If you wish to sponsor the event or require more information, please contact Joe Sagoe on 01733 367862 or email: [joesagoe@kidneyresearchuk.org](mailto:joesagoe@kidneyresearchuk.org)**

# Sample projects:

**Social media management** for many brands.

Sample Instagram feed:



# Sample projects:

## Narrative development for various small businesses

### Timeless Pergolas

#### Proposition:

Timeless Pergolas create exceptional handmade features that suit every garden. Our stylish designs are contemporary, long lasting and of utmost quality.

#### Straplines

The ultimate in contemporary garden design

Add a little magic to your garden

Scandinavian style, British craftsmanship

#### Narrative

Timeless Pergolas create exceptional handmade features that suit every garden. Our stylish designs are contemporary, long lasting and of utmost quality. Our customers value careful craftsmanship and the most beautiful garden features.

### Locum vet finder

Timeless Pergolas create exceptional handmade features that suit every garden. Our stylish designs are contemporary, long lasting and of utmost quality. Our customers value careful craftsmanship and the most beautiful garden features.

#### Narrative

Today's vets want to work more flexibly. They aim to blend their love of animal care with a good work-life balance. Locum work is a great way to do this – and it helps practices that need urgent support with their caseloads.

We want to help animals that need treatment to get the right medical support, fast. Locum Vet Finder is a smart, instant way to link locum vets with practices that need them. Our web-based system matches a vet to a practice's vacancy – in real time.

We keep the process simple. Vets create a profile, then it's matched with a practice's search requirements. In seconds, the practice receives a list of ideal locums to contact.

#### Straplines

Locating your perfect locum

Find the right locum vet – fast

The smart, speedy locum vet solution

# Get in touch

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