

Paul Simpson

Nationality: British / Age: 34

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I'm an award-winning communication and web professional with over ten years of experience working with leading financial companies, non-profit organizations and small businesses.

My expertise

- **Web** – UI design, development, usability, accessibility, information architecture
- **Strategic communication** – change management, organisational culture
- **Employee communication** – channel development, employee engagement
- **Online communication** - knowledge management, collaborative working

My technical skills

I am fully proficient in the following programmes and languages:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe InDesign
- Adobe Acrobat Pro Extended
- Apple's Final Cut Studio
- Apple iWork
- Microsoft Office
- MS SharePoint 2007
- Interwoven TeamSite
- HTML
- CSS
- XML
- Javascript

My experience

- **Divisional Channels Manager, Lloyds Banking Group (June 09 to present)**
Responsible for the design and development of Lloyds Banking Group Insurance Division's communication channels (online and print) in line with business strategy and the management of the internal design agency, providing expertise in design and use of communications channels to ensure high quality standards and production guidelines are upheld and represented consistently throughout the division – over 7000 employees and 40 workstreams.
- **E-Communications Manager, Scottish Widows (March 06 to June 09)**
Responsible for the management and strategic development of the Scottish Widows' online communications channels, providing consultancy and support to all areas of the company in the delivery of local and corporate objectives (4500 employees).
- **Communications Manager, Scottish Widows (Sept 04 to March 06)**
Responsible for the development and delivery of an engaging internal communications programme for Scottish Widows' Operations and providing consultancy to the Executive Steering Committee to deliver their strategic goals (2000 employees).
- **Senior Communications Consultant, Scottish Widows (May 03 to Sept 04)**
Responsible for the management of the corporate intranet homepage and the development of corporate content for both internal and external audiences.

My career highlights

- Project lead in the development of new Insurance divisional and associated company intranet sites following the merger of Lloyds TSB Group and Halifax Bank of Scotland, leading to the delivery of:
 - a single intranet platform for the division,
 - co-ordinated communication activities,
 - review of content to improve information architecture and usability,
 - creation of new web standards and style guidelines,
 - facilitation of training and ongoing support for web and communication colleagues, *and*
 - centralisation of governance and de-centralised ownership of content to Communication Business Partners.
- Launched new Scottish Widows intranet in line with new company 'Red & Black' branding and several major elements of the public website. Streamlined navigation and information architecture to greatly improve usability, while conducting a channel audit leading to the introduction of new online communication channels which included leadership ezines, business update ezines, digital signage 'SWTV', and manager collaboration zones.
- Managed the online communications programme for the Insurance Division, pre-acquisition of HBOS through to the creation and embedding of Lloyds Banking Group.
- Played a key role in the development and delivery of an integrated communications programme that saw almost 7000 employees re-applying for their jobs with a 20% reduction target – ensuring all business stakeholders and employees communities were involved and issues understood as they move through the 'change curve' process - Employee engagement scores only dropped 2 points during the period Q3 2008 to Q3 2009.
- Provided ongoing support and consultancy in the delivery of Scottish Widows' new strategic focus 'Our Story' - leading to 82% employee understanding of the company's strategy and 77% how they individually contribute (which is indicative of a high-performing culture).
- Introduced new process 'newsflow' to better manage company news and events allowing the business to manage its multi-channel strategy and reporting of activities.
- Introduced video capture and editing capabilities within Scottish Widows - greatly reducing costs and increasing flexibility of using video as a means to communicate at all levels of the company – cost savings of £80K year-on-year.
- Supported the delivery of the first Executive visibility programme through introducing new executive ezines, a quarterly DVD magazine and the promotion of employee events – leading to a 40% positive increase in employee's response to 'how good a job do you think the executive as doing' questionnaire.

My education

- **Forrester High School** (1986 to 1992) – Six Scottish Highers: English, Maths, Computing, Biology, Geography, Art and a Scottish Advanced Higher in Art

Related Courses

- Managing & Developing Intranets for Business Value (Melcrum)
- Developing a Communication Toolkit for Managers (Melcrum)
- Developing a high performance culture (Melcrum)
- How to use social media to engage employees (Melcrum)
- Making Managers Better Communicators (Melcrum)
- Managing And Developing Intranets (Melcrum)
- Transforming your intranet (Melcrum)

Additional information

For the last six years, I have provided freelance creative services and consultancy to many companies, non-profit organizations and small businesses through my own company, Okami.

I've been a 'Communicators in Business' award winner twice – most recently winning a national award for 'best web design' for a leadership awareness project I delivered for Scottish Widows plc. I have also been recognised as consistently making outstanding individual contributions to the company being awarded a 'Scottish Widows Star' in 2008.

I remain an active member of Communicators in Business (CiB) and Intranet Benchmarking Forum (IBF100).