



Carley Young

A senior communications professional, project manager and qualified town planner.

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Strengths

- **Strategic thinking** – able to view a situation or issue with a wide lens and with a well honed awareness of what drives reputation and the New Zealand socio-political landscape.
- **Developing and executing communications strategy** – extensive experience writing internal and external strategies across a range of industry sectors and for a variety of needs.
- **Writing** – a talented writer who is audience and channel-centric, and focused on making outputs clear and concise.
- **Exemplary project management and organisation skills** – I am detail and deadline orientated with an ability to effectively manage version control and complex sign-off processes.
- **Extensive media relations and issues management experience** – fine tuned during my time as a key advisor to the Eden Park Trust Board 2006-2008.
- **Empathy** – a natural ability to see things from multiple points of view.
- **Collaboration** – I take a collaborative approach to both peers and leaders, and enjoy building and maintaining professional relationships and networks.
- **Grace under fire** – is how a former manager once described me. I can juggle multiple priorities and deadlines with poise.
- **Corporate Social Responsibility** – sustainability report writing using the Global Reporting Initiative (GRI) G4 framework.

Work history

Ten Four Communications Limited

January 2013 – present

Director

Ten Four Communications provides communications services for a number of valued clients, including: Ricoh New Zealand, Counties Manukau Health, IAG New Zealand, NZI, Auckland District Health Board, and Progressive Enterprises.

A summary of general client work:

- Development and execution of internal and external communication strategies.
- Engaged to develop a range of cross-channel content including: key messages, FAQs, magazine articles, advertorial copy, blog posts, web copy (internal and external), employee communications, leadership communications, letters, brochures, opinion editorials and media releases.
- Responsible for 360° collateral development: writing, editing, proof reading, art direction and print production management.

Specific projects:

- Editor of *Communicator* magazine, Ricoh New Zealand's quarterly customer magazine.
- Responsible for writing and project managing Ricoh New Zealand's annual Sustainability Report since 2013.
- Responsible for writing and project managing Auckland District Health Board's inaugural Quality Account in 2013 and the subsequent reports in 2014 and 2015.
- Developed a communications strategy, which included new media, to raise awareness of IAG's Diversity and Inclusion policy. Involved conducting in-person interviews with the CEO, senior management and frontline staff and resulted in short videos and a written story published on the company's intranet and used in HR inductions etc.

- Communications lead for Counties Manukau Health's proposed specialised rehabilitation and community wellbeing hub (the Living Well concept) from May 2016.
- Responsible for Counties Manukau Health's *Team Counties Blog* during 2014-2015: sourcing stories, interviewing staff and developing the resulting blog posts.
- A regular contributor to *Connect*, NZI's quarterly magazine for brokers, 2013-2015. Responsible for general interest and business articles as well as insurance-related stories.

IAG New Zealand

December 2010 – December 2012

Canterbury Earthquake Communications Manager (Canterbury Recovery)

- Responsible for internal and external communications following the 2010 and 2011 earthquakes in Canterbury for: State Insurance, NZI, Lantern Insurance and IAG's Corporate Partners (ASB, BNZ and the Co-operative Bank).

Internal and external change management communications:

- Responsible for earthquake-related internal communications with a focus on claims staff (intranet copy with latest news, EQC and government announcements; FAQs explaining changes to work practices etc).
- Developed communications plans and managed the tactical implementation of communications activities for affected customers and brokers, including: newsletters, FAQs, website copy, advertising and all claims-related collateral.
- Managed enquiries from Canterbury-based Members of Parliament.

IAG New Zealand

August – November 2010

Communications and Media Consultant

- Responsible for internal and external communications relating to the introduction of the Financial Advisers Act and the GST rate change in October 2010.
- Provided communications support following the 4 September Canterbury earthquake.

Wright Communications

June 2008 – July 2010

Senior Consultant

- 360° account direction and day-to-day account management across the agency's portfolio of clients, including: McDonald's New Zealand, Toyota, Villa Maria, Ricoh New Zealand, ecostore, Sir Peter Blake Trust and the Sustainable Business Network.
- Responsible for four consultants including budget management and peer review.
- Produced sustainability reports (copywriting and project management) using the international best practice Global Reporting Initiative (GRI) G3 framework.

SweeneyVesty

June 2007 – June 2008 Account Director / June 2006 – June 2007 Account Manager

- Provided strategic communications services to a portfolio of clients with a focus on issues management, including: Eden Park Trust Board, Leighton Contractors, Northern Gateway Alliance, Auckland City Council, McDonald's New Zealand and the Dyslexia Foundation.
- 360° account direction – client liaison, strategic counsel, environmental scanning, media liaison and key message development, media training, budgeting and invoicing.
- A key advisor to the Eden Park Trust Board during the 'great stadium debate' of 2006:
 - Extensive media liaison with a wide range of general news, political and sports media
 - Developed communications to support the public consultation process and a comprehensive stakeholder relations programme.

Auckland City Council

January 2005 – May 2006

Communications and marketing contractor, CBD project

- Provided communications advice to the CBD project team, external consultants, council's executive team and elected representatives.
- Managed issues arising around the Vulcan Lane, Khartoum Place and Swanson Street upgrades, and the 'Queen Street trees' situation in late 2005.
- Developed communication plans and contributed to consultation planning on the Art Gallery redevelopment; the Victoria Quarter plan; CBD street upgrades; and the launch of the Vector sponsorship of the then Auckland City Arena.

Lauren Young & Associates

September 2003 – December 2004

Account Executive

- Developed media strategies for consumer clients, wrote and distributed media releases and liaised with relevant media to gain editorial coverage.
- Responded to media enquiries on behalf of consumer clients and Counties Manukau District Health Board (CMDHB).
- Co-edited a bi-monthly newsletter for CMDHB and a monthly newsletter for the Ministry of Health's Meningococcal B Vaccination Campaign.

Project Management experience (London)

American Express Financial Services Europe

June 2000 – February 2003

Project Manager, Change Management Office

GTS Global Telesystems (UK) Limited

October 1999 – June 2000

Special Projects Manager

Resource Management experience

Rodney District Council

July 1997 – May 1999

Development Planner

Christchurch City Council

January – June 1997

Assistant Heritage Planner

Education

Graduate Diploma in Communication and Public Relations

Auckland University of Technology

Bachelor of Planning (First Class Honours)

University of Auckland

Recipient of the Senior Scholar prize for the graduating class of 1997