

# Helen Emma Walsh, BSc, MSc, ARPS

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**Nationality:** British

## Profile

Experienced communicator with a special interest in natural history, who is able to relate to a wide range of audiences. I have an expert understanding of the environmental sector including conservation, biodiversity delivery and ecology. I am a widely published writer, editor, photographer and designer and am an accomplished user of photographic equipment, desktop publishing software and photo editing suites. I regularly lead photography and design courses and am an excellent presenter. I am a highly motivated and enthusiastic person, and am creative in my approach to work.

## Lonely Cottage Productions (2006 to date)

Working as a full-time freelance designer, photographer and writer, I specialise in the communication of environmental issues, ecology and conservation. I have worked on a wide range of projects from writing website content to leading photography workshops, designing interpretational materials to editing specialist publications. As an experienced project manager, I have directed projects from concept stage to the final product, working closely with the client and external suppliers when necessary.

## Previous employment

2007 – 2010	Media and Communications Manager	Berks, Bucks and Oxon Wildlife Trust (BBOWT)
2006 – 2007	Marketing Officer (Publications and Website)	BBOWT
2003 – 2006	Regional Biodiversity Promotions Officer	West Midlands Biodiversity Partnership

## Project delivery

- Designer of a range of publications from a 100-page booklet reporting the success of the Association for Science Education's Getting Practical project, to a seasonal set of interpretation boards illustrating the wildlife garden at Warburg Nature Reserve.
- Editor and project manager of *Fifty: 50 years 50 species* – a coffee-table book celebrating 50 species BBOWT has helped to protect which was produced as a key outcome of the Trust's 50<sup>th</sup> anniversary.
- Subeditor of *Farmland Birds Across the World* – a specialist book detailing farmland habitats and conservation measures for them, compiled by the Dutch Centre for Agriculture and Environment.
- Editor, researcher and designer of a publication for The Wildlife Trusts celebrating 10 years of the Landfill Communities Fund.
- Project manager, editor and designer of *Living Landscapes: wildlife conservation for the 21<sup>st</sup> century* – a key publication detailing BBOWT's strategy for the future of their conservation work.
- Editor of The Wildlife Trusts' species and habitats database – a comprehensive and informative view of British natural history for a public audience.
- Editor of the UK National Ecosystem Assessment – an academic publication discussing the UK's natural environment and its value to society.
- A widely published writer, working for a range of audiences including recent articles in *Wildlife Watch*, a children's magazine, and *The Oxford Times*, a local newspaper.

## People management

- Managed the Marketing Officer at BBOWT including overseeing production of the Trust's magazine (circulation 52,000), ensuring all publications adhered to corporate style and developing the website.

- Managed the Press Officer at BBOWT including overseeing liaison with the media, writing and distributing press releases, organising interviews, editing regular columns and acting as a spokesperson.
- Managed volunteers involved in communications such as writers, photographers and editors.
- Extensive experience of working with external designers, copywriters and printers. Collaborated on projects with suppliers and stakeholders such as NGOs, private companies and statutory bodies.
- Worked closely with The Wildlife Trusts on media stories of national interest, providing content for their websites and representing the federation at meetings.
- Worked with the Interpretation Manager at BBOWT to ensure that signs, leaflets and visitor centre displays communicated key messages effectively and followed corporate style.

## Key experience

- Held a strategic role in the management of all communications work within BBOWT ensuring that publications, media work, interpretation and the website worked together to deliver key messages.
- Published writer and editor including articles in magazines, newspapers, books, websites and press.
- Published photographer including papers, magazines and books. I have gained recognition for my work through various photographic competitions and have undertaken commissions.
- Experienced presenter including leading field trips for the MSc in Biological Photography and Imaging at the University of Nottingham and photography workshops for BBOWT.
- Brand champion for BBOWT; ensured that corporate style was adhered to and played a key role in deciding and disseminating the brand values of the Trust.
- Excellent organisational skills and budgeting, including overseeing spending on publicity, publications and the website at BBOWT (approximately £80,000).
- Managed BBOWT's e-communications including writing and compiling high quality monthly updates and special bulletin emails for over 14,000 members.

Education			
2001 - 2002	MSc in Biological Photography and Imaging	University of Nottingham, Nottingham	Distinction
1997 – 2000	BSc Zoology (Hons)	University of Nottingham, Nottingham	First Class
1995 – 1997	'A' Level: Biology, Geology, Geography, General Studies	City of Stoke-on-Trent Sixth Form College, Fenton	4 A's

## Knowledge and skills

- Professional photographer for seven years; avid wildlife and travel photographer and have taken photographs while travelling in Australia, India, the Caribbean, America and Europe.
- Excellent writing, editing and proofreading skills.
- Designed, edited and print-managed the production of key publications for a wide range of audiences.
- Extensive experience of the recording and filming process through contact with broadcast media.
- Created and edited websites using Dreamweaver, Flash and content management systems.
- Computer literate and have worked on Macs and PCs. Expert user of Adobe Indesign, Photoshop, Acrobat and Illustrator, Quark Xpress, Microsoft Office, email and the Internet.
- I currently hold a clean driving licence and own a car.

## References – on request