

# Mark Kirkpatrick

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**Profile** Motivated, enthusiastic individual with astute interpersonal skills, committed to developing personal potential and pursuing a career. Excellent organisational skills and a confident communicator at all levels. Can work independently; also enjoys working as part of a team. Reliable, hard working and works well under pressure.

**Skills & Abilities**

- A creative, organised, confident person with natural management and leadership qualities
- Well-rounded, specialist IT skills and knowledge
- Excellent research, project management, interpersonal and communication skills
- Proven leader and team worker with the ability to energise and motivate others
- Effective communicator both written and verbal

## Employment History

### Government Information Services (Nov. 2015 – present) | Digital Delivery Manager

#### Key Responsibilities:

- Leading two major digital projects - a beta Public Sector Intranet and a new beta [data.govt.nz](https://data.govt.nz) using agile methodologies
- Initiating user-centric approach to all work from analysis, research to design via user forums, community engagement, analytics, determining and building evidence of value
- Engaging with teams across agencies in planning for and promotion of all of government services
- Managing product team, BA, design, development resource - setting KPIs, roadmaps
- Advocating standards adherence, building quality through governance and guidance
- Budgeting effectively, and efficiently working with vendor partners
- Obtaining buy-in from senior leadership as to value and potential in service delivery
- Supporting the strategic development and digital service design for government, drafting reports around cost recovery, resourcing etc.
- Future-proofing — analysing trends, emerging user needs - planning appropriately

### Ulster University, Jordanstown, NI (Jan. 2014 – Nov. 2015) | Digital Communications Manager

#### Key Responsibilities:

- Developing, leading on digital strategy and implementing policies as part of a rebrand in 2015
- Leading website redevelopment of [ulster.ac.uk](http://ulster.ac.uk) - including conducting user research
- Representing the communications/brand portfolio at university meetings/committees etc.
- Managing successful design, build and launch of a new digital internal communications channel
- Management of external supplier relationships ensuring value-for-money and timely project delivery
- Effective management of Digital Project Board to ensure relevant strategic issues are addressed and senior buy-in secured
- Establishment of a practical governance structure to maintain controls for Web Producers across teams
- Leadership for digital communications team members – ensuring human resources managed effectively
- Building strong partnering relationships with colleagues in key departments, especially those with interdependencies for project delivery
- Ensuring new and migrated content aligned to brand - consistent in visual style, language and tone
- Managing development of web toolkits and training support for key internal colleagues
- Ensuring clear communication of project goals, progress, and planning; managing associated expectations

### Danske Bank, Donegall Square, Belfast (Feb. 2009 – Jan. 2014) | Online Manager

#### Key Responsibilities:

- Successfully managed the national rebrand of organisation online platforms in 2012
- Responsible for Danske Bank online content (web, apps etc.) from Belfast and Dublin – [danskebank.co.uk](http://danskebank.co.uk)
- Liaising with external agencies, teams in Ireland & Denmark optimising content, improving user experience and ultimately conversion rates in online applications, getting more users banking online etc.
- Working with Management, Business Development teams, Editors and Designers, responsible for coordinating site content and catering for the needs of various target audiences
- Developing strategy for online communications, campaigns, social media
- Examining analytics, testing, tweaking, improving performance, monitoring search (organic, paid)
- Controlling risk and assigning responsibility for content, liaising with compliance teams etc.
- Tweaking design and development of sites - micro sites, campaign assets

- Managing web editor team - performance management, mentoring etc.

### **Centre for Cross Border Studies | Armagh, Northern Ireland (Apr. 2007 – Feb. 2009) | Senior Information Officer**

#### *Key Responsibilities:*

- Co-ordination of the build and launch of Border People – [borderpeople.info](http://borderpeople.info); the first cross-border online information channel on the island of Ireland for users from the Republic of Ireland and Northern Ireland
- Developing content of cross border websites ([borderireland.info](http://borderireland.info)) including development of story bank features
- Developing a cross-border media centre displaying national, regional articles with cross-border relevance
- Manipulating data to show completeness and accuracy of information collection
- Preparing summaries of any information included in the system for key stakeholders
- Collating, forming and sending out of monthly emails/ e-zines
- Promoting at all relevant public events, developing relationships with information providers

### **Housing Rights Service | Belfast, Northern Ireland (Apr. 2006 - Apr. 2007) | Web Editor**

#### *Key Responsibilities*

- Working within the Policy & Communications unit of major advisory body writing/editing complex legal online content pertinent to the housing sector in Northern Ireland - for practitioners, advisers and the general public
- Ensuring content in format and function was usable and accessible to all.
- Web and graphic design for award winning website (e-government award 2007 – [housingadviceni.org](http://housingadviceni.org))
- Research and writing for organisational website [housingrights.org.uk](http://housingrights.org.uk)
- Producing monthly reports based on web analysis identifying key areas for improvement etc.
- Representing the organisation as member of ICT Consortium NI - promoting technology awareness

### **Level Seven Creative Design | Belfast, Northern Ireland (Jul. 2004 – Apr. 2006) | Account Manager**

#### *Key Responsibilities*

- Liaising with a large client base, working with the Start A Business Programme providing guidance on web marketing solutions, actively marketing the programme internally, externally.
- Delivering presentations to new businesses on Search Engine Optimisation, Web Marketing etc.
- Working with Graphic Design team in implementing content and design strategies in maximising effectiveness, updating web sites using an array of frameworks, html, PHP etc.

## **Education and Training**

- Professional Diploma in Digital Marketing – Digital Marketing Institute, London, UK (2013)
- PRINCE2 Certified, Belfast (2011)
  - APMG International, License 02378154-02-3V1Q
- Adobe Certified Associate - Rich Media Communication; Flash, Dublin, Ireland (2010)
- Premiere Publishing (2006) London, UK
  - Completed intensive course - Writing effectively for the web / Information architecture
- Premiere2, Graduate Management Development Programme, Belfast, N. Ireland (2003)
  - Level 4 Diploma in Management from the Chartered Management Institute.
- NUI Maynooth, Co. Kildare, Ireland (2002-2003)
  - Post-Graduate Higher National Diploma in Information Technology (2.1)
  - Subject Areas included: End User Studies, Databases (SQL)
- University of Ulster, Coleraine, Co. Antrim, N. Ireland (September 1997 - June 2000)
  - BA Hons Media Studies (2:1)
- College of Further Education, Ballyfermot, Co. Dublin, Ireland (1995 – 1997)
  - BTEC National Diploma in Journalism – 9 Distinctions, 4 Merits.

## **Software Packages OS / IT Skills**

*Skills / tools include:* Sublime Text, CodeKit, Slack, Adobe Suite, Audacity, Trello, Evernote, Git, JQuery, Html, PHP, CSS, LESS, MySQL, SharePoint, WordPress, SilverStripe, Microsoft Suite

*Knowledge sets include:* Search engine optimisation, best practice in online conversion, usability, accessibility, responsive design patterns, version control, analytics etc.

## **Achievements**

- Designed, developed website for MLA in Northern Ireland Assembly in 2015 - [clairehanna.org](http://clairehanna.org)
- 3 years chair (2011-2014) of SDLP political party branch in south Belfast

## **Hobbies & Interests**

Reading, writing, running, history, current affairs, photography, music, cinema, swimming, soccer, chess.

## **Referees**

Available on request.