

Mark Kirkpatrick

ie.linkedin.com/in/markkirkpatrick/ | markkirkpatrick.co.uk/

19 Ascot St., Thorndon, Wellington, 6011

phone: +64 (0)21 1841 761

email: markkirkpatrick@gmail.com

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:

- Led the delivery of two major digital projects - a new Public Sector Intranet and data.govt.nz using agile methodologies
- Managing sprints – resourcing, communications, helping the team to deliver to plan, removing constraints, blockers
- Identifying training opportunities for the team – upskilling in agile approach
- Engaging with teams across agencies in planning for and promotion of all of government services, and reaching out to international counterparts sharing knowledge, networking
- Managing product team, BA, design, development resource – setting KPIs, roadmaps
- Initiating user-centric approach to all work from analysis, research to design via user forums, community engagement, analytics, determining and building evidence of value
- Advocating standards adherence, building quality in
- Budgeting effectively, and efficiently working with vendor partners
- Obtaining buy-in from senior leadership for key initiatives that align strategically to overarching goals
- Supporting digital service design for government, drafting reports around cost recovery, resourcing etc.
- Future-proofing — analysing trends, emerging user needs - planning appropriately
- Instigating forums – e.g. 'Insight' for multi-disciplinary team can share work, achievements, knowledge and product owners can promote effectively

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

Key Responsibilities:

- Instilling agile 'sensibilities' across digital team – e.g. using GDS (UK) design principles to guide work
- Developing, leading on digital strategy and implementing policies as part of a rebrand in 2015
- Leading website redevelopment of ulster.ac.uk - including user research sessions
- 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 expectations

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

Key Responsibilities:

- Managing the national rebrand of organisation online platforms in 2012 across two jurisdictions – Ireland and UK - danskebank.co.uk
- Responsible for Danske Bank online content (web, apps etc.) from Belfast and Dublin
- Liaising with external agencies, remote teams in Ireland & Denmark optimising content, improving user experience and ultimately conversion rates in online applications 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.
- Introducing agile methodologies to the workplace, replacing waterfall approaches
- 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 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) including development of story bank features
- Managing relationships with key government information providers in Dublin and Belfast
- Preparing summaries of any information included in the system for key stakeholders
- 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, 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)
- Research and writing for organisational website housingrights.org.uk
- Producing monthly reports based on web analysis identifying key areas for improvement etc.

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.

Education and Training

- ICAgile Certified Professional
 - Nov 2017 – Present License 61-8276-f6b928f4-46ad-44a3-be28-6207eb453e
- 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
 - 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,

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

Achievements

- Designed, developed website for MLA in Northern Ireland Assembly in 2015 - 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.