

# Mark Kirkpatrick

[ie.linkedin.com/in/markkirkpatrick](https://ie.linkedin.com/in/markkirkpatrick)  
[markkirkpatrick.co.uk](http://markkirkpatrick.co.uk)

phone: +64 (0)21 1841 761

email: [markkirkpatrick@gmail.com](mailto:markkirkpatrick@gmail.com)

---

## Profile

Experienced in leading diverse teams of digital professionals, working to a collective vision using collaborative and agile ways of working. Passionate about delivering inclusive digital services that evolve as and when conditions change. Responsible for instigating and delivering programmes of work and formulating digital strategy in an era of transformation.

## Skills and abilities

- Over 15 years experience in digital -delivery, product, communications, strategy
- Creative, organised with natural management and leadership qualities
- Well-rounded, specialist digital skills and knowledge, adept at agile ways of working (Kanban/Scrum)
- Excellent research, project management, interpersonal and communication skills

## Employment History

**Digital Public Service (DPS) branch at the Department of Internal Affairs (DIA).**

*Various roles:*

### Channels Manager

(01/21-present)

#### Responsibilities

- Delivered **Channels Strategy** for branch, working with the Deputy Government Chief Digital Officer and team, improving communications and engagement
- Advocating for [the Strategy for a Digital Public Service](#) ensuring teams work align to outcomes sought
- Development of identity of the branch unit, promoting awareness, engagement
- Incorporating Te Reo Maori across key initiatives
- Part of interview panels building multi-disciplinary teams

#### Achievements

- Producing the DPS branch Channels Strategy - **Whakameto** -including social media strategy, digital dashboard design via Power BI and G Suite tools
- Objective Key Result (OKR) development with communications teams
- Initiating Editorial Group- **Rōpū** -and associated forums' for multi-disciplinary teams to share work, achievements, knowledge

## Lead Product Owner

(10/19 -01/21)

### Responsibilities

- Leading product team in roadmap refinement, aligning vision to strategy
- Lead product liaison with the **all-of-government COVID-19 response team**
- Providing advice and recommendations on the strategic direction of products
- Championing design standards to promote quality, inclusive, digital services
- Leading **Digital Government Partnership Innovation Fund** work

### Achievements

- Delivery with Product Owners of product vision refresh across portfolio
- Working with Product Owners to increase reach and engagement rates
- Key product and policy support, advice to COVID-19 response
- Led distribution of approx \$3.5 million to Innovation Fund initiatives
- Working with strategic partners in event rollout (e.g. Hackathons)

## Programme / Delivery Manager

(12/15 -10/19)

### Responsibilities

- [All-of-Government Design System](#) including ideating, liaising with wider communities of practice
- Programme Manager role for work on **future government digital services**
- Initiating user-centric approach to work from analysis, research to design; budgeting, and efficiently working with supplier partners
- Engaging with **international counterparts** sharing knowledge, networking

### Achievements

- Led delivery of Design System Alpha, Structured Content Model to Discovery
- Delivered other digital projects -a new Public Sector Intranet, a new data.govt.nz, replatforming of gazette.govt.nz **using Agile methodologies** (Scrum)
- Reporting, presenting plans and progress to **Senior Leadership Team**
- Initiated business case work for funding where needed
- Represented DPS at International Service Design Conference in Edinburgh 2019

### Other roles

Role	Responsibilities
<b>Digital Communications Manager</b> Ulster University, Belfast, Northern Ireland (02/14 -10/15)	<ul style="list-style-type: none"><li>● Instilling agile ways of working across digital team</li><li>● Leading on digital strategy and implementing associated policies</li><li>● Representing the communications/brand portfolio</li><li>● Management of external supplier relationships ensuring value-for-money and timely project delivery</li><li>● Management of Digital Project Board to ensure strategic issues are addressed and senior buy-in secured</li><li>● Leadership for team members -professional development, hiring</li></ul>

## Achievements

- Delivery of the new [ulster.ac.uk](http://ulster.ac.uk) -Discovery, Alpha, Beta, Live
- Managing successful design, build and launch of a new intranet
- Establishment of effective governance to maintain controls with Digital Producers across distributed teams

---

### Online Manager

Danske Bank, Belfast,  
Northern Ireland (NI)  
(02/09-02/14)

- Responsible for applications with teams in Ireland, UK, Denmark
- Optimising content, improving UX and ultimately conversion rates in online applications (e.g. 26% better conversion via forms)
- Managing Web Editor team -performance, mentoring etc.
- Working with Management, Business Development teams, Editors and Designers, catering for the needs of different audiences
- Examining analytics, testing, tweaking, improving performance, monitoring search (organic, paid)
- Controlling risk and assigning responsibility for content

## Achievements

- Rebrand of [online platforms](#) across two jurisdictions
- Developed strategy for online communications, campaigns
- Introducing agile methodologies to the workplace
- Produced a Digital Marketing Strategy for Private Banking team
- Worked across sensitive programmes of work, e.g. part of the wind down of business units, retiring systems etc.

---

### Senior Information Officer

Centre for Cross Border  
Studies, Armagh, NI  
(04/07-02/09)

- Launched [borderpeople.info](http://borderpeople.info); the first cross-border online information channel on the island of Ireland
- Developing content of cross border websites ([borderireland.info](http://borderireland.info)) including development of story bank features
- Managing relationships with key government information providers in Dublin and Belfast
- Promoting at all relevant public events, developing relationships with information providers

---

### Web Editor

Housing Rights Service,  
Belfast, Northern Ireland  
(04/06-04/07)

- Web and graphic design for **award winning website** (**e-government award** - [housingadviceni.org](http://housingadviceni.org))
- Working with Policy & Communications, writing/editing complex legal online content pertinent to the housing sector
- Ensuring content in format and function was usable and accessible to all.
- Research and writing for organisational website [housingrights.org.uk](http://housingrights.org.uk)

## Account Manager

Level Seven Creative,  
Belfast, NI  
(07/04-05/06)

- Working with the Start A Business Programme providing guidance on web marketing solutions to start-ups
- Delivering presentations to new businesses on Search Engine Optimisation, Web Marketing etc.

## Education and Training

<b>Professional Diploma in Digital Strategy and Planning.</b> Digital Marketing Institute, Certified CDMS-SP. 2019.	<b>ICAgile Certified Professional.</b> License 61-8276-f6b928f4-46ad-44a3-be28-6207eb453e. 2017	<b>Te reo, Tikanga and Treaty training.</b> Beginner. 2017.
<b>Professional Diploma in Digital Marketing.</b> Digital Marketing Institute, London, UK. 2013.	<b>PRINCE2 Certified.</b> APMG International, License 02378154-02-3V1Q. 2013.	<b>Level 4 Diploma in Management.</b> Chartered Management Institute, Belfast, N. Ireland. 2003.
<b>Post-Graduate Higher National Diploma in Information Technology.</b> (2.1) Maynooth University, Co. Kildare, Ireland. 2003	<b>BA Hons Media Studies.</b> (2.1) Ulster University, Coleraine, Co. Antrim, N. Ireland. 2000	<b>BTEC National Diploma in Journalism.</b> (9 Distinctions, 4 Merits) College of Further Education, Ballyfermot, Co. Dublin, Ireland. 1997

## Software application / language skills

Visual Studio Code, Sublime Text, CodeKit, Adobe Suite, Audacity, Slack, Trello, ProductPlan, Git, Html, PHP, CSS, SASS, MySQL, SharePoint, WordPress, SilverStripe. Knowledge sets include accessibility, search engine optimisation, design systems, usability, digital marketing, analytics etc.

## Achievements

- Active member of the Irish Business Network NZ in Wellington
- Provided digital consultancy in 2019 for successful **Claire Hanna** campaign to become **MP for South Belfast** at Westminster, with a **30% increase in vote share** - including developing website - [clairehanna.org](http://clairehanna.org)
- 3 years chair of SDLP political party branch in south Belfast, Northern Ireland

## Referees

Available on request.