

NICOLA POULTER



Job: Senior Digital Marketing and Communications Partner

Company: Stockport Homes

I lead on digital marketing and communications across SHG. So I manage all our websites (11 in total), our SHG intranet and lead on digital transformation communications both internally and externally. I am also the strategic lead on our social media channels (over 40 accounts).

Committed

Technical

Focused

The skills I use most in my job... Technical knowledge of website content management systems; at SHG we use Umbraco. As admin of all the SHG websites this is crucial to the role.

- Knowledge of SharePoint intranets and sites - this involves knowledge of how to set up sites, pages, manage permissions, knowledge of web parts, logging of usage stats, knowledge of Yammer, MS Forms as I am the first port of call for intranet queries.
- Ability to understand technical details of digital projects in order to communicate messages clearly and in a way internal and external customers understand.
- Expert knowledge of all social media channels, how our customers interact with these channels and how to effectively tailor communications for each channel to get highest level of engagement.
- Ability to adapt and embrace new systems as part of our digital transformation

The most interesting thing I've worked on in my career so far... For me, leading on the developing of a new website is always so interesting and exciting. From developing customer personas, to producing a design, consulting with customers, creating content, developing a site structure, testing, producing launch comms, analysing usage stats. There are so many different steps and skilled involved.

What inspired me into digital and tech...I've done all areas of marketing and communications over the years, but digital is my passion. I love the fact that you can see the results of the work you do (I'm a bit of stats geek!) so you can see clearly what does and doesn't work. Working in digital means I'm at the forefront of new and exciting technological changes, so it's fast paced too!

My educational background is...I have a BA (HONS) in Business Studies, an Advanced Diploma in Marketing Communications and a Diploma in Digital Marketing. I have attended many courses and webinars over the years to develop my digital skills, but have also developed a lot of my skills on the job by putting myself forward to assist with digital projects and working closely with the IT team.

What advice I'd give to girls thinking about a career in digital and tech...I would say, do some volunteering, get some work experience so you can see what area of digital is for you. There are also so many online courses you can do to develop your knowledge and skills. There is no area of digital that is off limits, so give it a go!