

## SIOBHAN HANCOCK



**Job:** Digital Acquisitions Consultant

**Company:** The Co-operative Bank

I look after the Digital Engagement recruitment channels and their content strategy. These are channels like LinkedIn, Glassdoor, our careers website, email, Indeed etc. I create a plan to maximise our potential to reach and recruit new candidates.

Do-er

Creative thinker

Risk-taker

**The skills I use most in my job...**Strategy planning - Creating and working a content marketing strategy for our channels

- Social Media - Setting KPIs, running paid and organic campaigns
- Video and graphic editing - Filming and editing videos. Full use of Adobe Suite
- Photography - Portraiture and wedding
- Stakeholder management - Working with lots of different people across the business to create content and sign off content

**The most interesting thing I've worked on in my career so far...**I ran my own 6 week livestream

campaign, featuring people with different expertise in fundraising and social media/website building. This campaign was designed by me to help small charities and good local causes raise their profile online. This was when I worked at Co-op Group and marketed it towards their network of local causes.

**What inspired me into digital and tech...**Most likely the people around me. My husband is a Software Engineer and when I met him in college he built and owned a very large gothic subculture community website. I learned to code a little but was more interested in the creative. I've had a lot of work experiences: Business owner, sales, customer service, events planning and have always ended up gravitating more towards the digital departments in those businesses. They are my tribe of people.

**My educational background is...**Degree in Illustration from Liverpool John Moores University. Within my degree my illustrative projects naturally gravitated towards photography. When I left university, I set up a wedding and portrait photography business and ran that for five years. I gained my photography and videography skills by shadowing photographers and teaching myself. If you have enough passion for something you can learn it yourself.

**What advice I'd give to girls thinking about a career in digital and tech...**I would say that the digital industry would not be what it is without diversity. We need people of different genders, cultures and backgrounds to create the wonderful things that we produce. Women have so many digital skills and transferable skills that we can do amazing things with. We have many women in digital at the bank who don't come from a digital background (myself included) and we've nicely contributed to a thriving digital department with our transferable skills.