

ZOE LAWRIE



Job: Head of Digital Content and Design

Company: The Co-operative Bank

To summarise a typical day, it would be: looking after content across our website and beyond! I split my time between Social, SEO, Optimisation and UX. We're obsessed with creating content that starts conversations and invites new customers. We want to give tailored experiences that reassure and delight our customers, giving them even more reasons to bank with us (and tell their friends).

Opinionated

Hungry

Enthusiastic

The skills I use most in my job...Communication (speaking, writing)

- Relational (coaching, managing, mentoring, solving issues)

- Planning (prioritising, decision making)
- Stakeholder management (negotiating, updating, providing data and evidence)

The most interesting thing I've worked on in my career so far...I've had a pretty varied career. I guess the most interesting thing about it is that no year has ever been the same. Alongside roles as a copywriter, marketing manager or PR exec, I've started my own cupcake business and yoga business; all while bringing up 3 children and developing new skills. I've only actually worked in a digital role for four years out of twenty five!

What inspired me into digital and tech...My passion for writing and communicating in new ways - telling a story - meant that digital was the only option if I wanted to progress my career. I'm not very technical, but I can see how being more digital can change people's lives for the better. Even a simple thing like an inspirational story on social media or protecting a customer from fraud via a text message, means i know I've made the right choice.

My educational background is...I did a mix of GCSEs and A-Levels as I really didn't know what I wanted to 'be', I just knew what I enjoyed. So that meant English, Sciences, Drama... I then did a degree in English Literature at Bangor University which kind of kept my options open for my future career. I started out in marketing and promotions (working on teen mag Sugar and at Channel 5). I've developed my skills simply through varying my career path. I've also worked in a PR agency and in a small tech start-up, before finding my most senior role here at The Co-operative Bank. This role, aside from giving me a few new digital skills, has taught me a lot about what it means to be a good people person and build strong relationships.

What advice I'd give to girls thinking about a career in digital and tech...Don't assume because you haven't got the exact skills, the role won't be available to you. Everybody learns on the job, no matter how senior you are (and psst... everybody wings it occasionally!) Sometimes sheer weight of enthusiasm and positivity can get you where you want to be. Be curious, ask lots of questions and believe in yourself. There are so many options in this industry and only a small proportion requires you to have a software engineering degree!