



Kim Payne

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Personal Profile

A creative communications specialist with a broad range of skills including corporate internal communications, live events, digital media and multi-channel writing. Additionally, more than 30 years' agency-side creative, planning, producing and project team management. Design and delivery of internal communications content for transformational change and BAU across multiple channels since 1991.

Employment History

April 2020 – Present **MS Amlin (MS ABS) Global Insurance & Re-insurance**
Internal Communications Specialist – 9 month Mat Cover FTC

Role

Channel manager for Yammer Wellbeing group

- Designed and implemented Mental Health & Wellbeing campaign in SM Channels
- Built Yammer population throughout AllCo and Wellbeing Channel
- Designed and Managed Wellbeing group support intranet site
- Provided Yammer and SharePoint support for Diversity & Inclusion, Charity, CSR
- Content management for video and internal online media
- Supporting HR with learning campaigns in Yammer

Employee Comms:

- Writer for SharePoint Online news articles and Poppulo newsletter
- Design and management of SharePoint Online intranet pages
- Redesigned and delivered online Energy & Resilience programme in modular format
- Intranet Migration, Discovery and Vision project initiation
- Comms for inaugural involvement in *She Can Be* event, Lord Mayor's Appeal
- Co-ordination of digital media content and signage

Feb 2019 – March 2020 **Phillip Morris Limited (PML)**
PMO Internal Communications Exec – 12-month FTC

Role

Working with the Transformation Director and Change and Communications Lead:

- Creating new Internal Communications function within Transformation PMO
- Defining communications pillars for transformation
- Establishing new channels and reviving existing channels
- Creating and managing internal campaigns across all channels.
- Video creation for intranet
- Content for digital screen signage, lead for new multi-site digital signage programme
- Writing and managing weekly newsletter (Campaign Monitor), UK news carousel (SharePoint), digital signage, noticeboards, JAM transformation channel posts.
- Preparing and presenting monthly Town Hall alternate months
- Channel management and content creation for internal Social channels JAM, Slack
- Business partnering IT for Digital Workplace programme O365 + recent Teams
- Supporting UK business update events Summer and Christmas
- Working with all functions and projects to provide transformation updates
- Supporting company charity campaigns (The Felix Project)
- Organisation and support for Learning at Work Week, Wellbeing programme

Sept 2018 – February 2019 **John Lewis & Partners**
Partner Communications manager (Maternity cover)

Role

- JL&P Partner Comms team managing internal communications projects and BAU
- Condensed multi-page trading reporting into weekly one-page infographic for partners
- Led partner campaign for internal Christmas advert reveal and external SM launch
- Co-ordinated monthly leadership meetings
- Weekly Mailchimp-based newsletters to Partners and Leadership
- Digital signage content and deployment
- G+ posts in Comms channels to engage, support and inform
- Video production for Partner films and Google site management

2013 – 2018 **Home Retail Group/Sainsbury's Argos**
Redundancy March 2018 *Argos Internal Communications Transformation Leads*

Role

- Argos Central Internal Communications team
- Focused upon Argos Transformation programme 2013 – 2016, BAU 2016 to 2018
- Implementing strategic IC programmes for transformation and BAU
- HR Communications Business Partner for IT, Digital and Supply chain quadrants
- Channel development for SharePoint News, Yammer, digital signage, magazine, video
- Connecting with diverse functions and audience groups located across the UK business
- Supporting change and BAU within a fast-moving business

Specifics

- Creating presentations and overview video for Exec announcements to the city
- Internal dissemination of company results and leaders' messages across all channels
- Collaborating with functions/projects to produce targeted communication programmes
- Live event and collateral support for leadership events – two tiers of 40 and 350
- Design and production of CEO's monthly update sheet
- Editor colleague magazine - 'The Argos Post' for 18 months (Newsweaver/Poppulo)
- Managing Argos content for Sainsbury's 'The Journal' from 2017 with external agency
- Writing and publishing articles for SharePoint news channel
- Creating, populating and maintaining IC SharePoint sites for internal projects
- Managing video projects for events, intranet, digital signage, new services & branding
- Building Yammer campaigns - MK Group Channel manager
- Digital signage content production and deployment
- Design and management of digital, print, visual and video assets
- Writing proposals for campaigns and ideas i.e. new brand roll-out, group app
- Introducing digital technology i.e. Print enhanced with Augmented Reality

2008 - 2013 **Contract & Freelance Communications Producer**
Owner/Producer at Metro One Ltd

- 4-month contract, Home Retail Group – PMO Internal Communications
- Project Manager for United Biscuits sales team conference, Twickenham 2013
- Project Manager for M-is -Russia Sochi Park Olympic exhibition, London 2012
- Digital producer for Imagination - JLR brand film LED wall, Beijing Auto Show 2012
- Producer of Renault dealers' monthly internal news channel programme 2008 – 2011
- Head of Event Production: Bose 3-week inaugural Euro launch, La Défense, Paris 2010

April 2005 – July 2008 **Rapiergroup, Ware, Herts**
Senior Producer

- Lead for internal & B2B communications content across client base
- Account management/Project management
- Writer for video, intranets, websites, presentations, literature
- Proposal & Pitch creative, document writer, messaging and branding
- Producer and Exec Producer for live events
- Producer/Creative Director video / interactive multimedia projects

Achievements

- Achieved Yr1 targets after 8 months
- Led event communications pitch team in successful Nortel award for North America, Caribbean & Latin America communication, events and exhibitions.
- Communications lead for successful BAE Systems global events and exhibition programme

Notable projects

- Shell Brent 30-year celebration, 3,500 guests over 4 days
- Executive Summit, Monte Carlo, 280 CEO/CFO/COO global energy delegates

2003-2005: Freelance communications producer

- TV Studio Producer for AOL Music Online, backstage village, Live8
- Repeat contracts at Dept. Trade & Industry, MBDA, Evolution.
- Designed and launched Renault UK Dealership online communications network

2001-2003: Stuff Business Ltd, Hemel Hempstead

Position: *Head of Digital Media Dept.*

- Established new digital and communications dept. at event production company.

Jan 2000 – Nov 2001 Matinee Sound & Vision, Reading

Position: *Communications Producer*

- Producing Internal communications and digital media projects.

1993 - 2000: Powerhouse Productions, Slough

Position: *Senior Communications Producer*

Notable projects

- Transformational change internal comms for Barclays Mercantile 2-year programme, Vision 2000 change programme for Bayer, Internal launch of RAC rebrand and new services to all company staff, CMG Command Performance, Royal Albert Hall.

Awards:

Learning At Work Week – Campaign for Learning, Excellence Award 2014

Overall ProShare Award - 'Best performance in fostering employee share ownership (5,000 or more employees) In conjunction with PWC for BP. (Awarded for best combination of live event, video, multimedia and print delivery channels within internal environments)

- ProShare Silver Award - best use of video within internal communications environment
- Finalist - 2000/01 for AV Magazine best communications event. (Alcatel event, Cyprus)
- IVCA silver award for 'Wang' Internal Communications programme

Skills:

- Good Windows software skills, O365, Good level PowerPoint
- Admin user - SharePointOnline
- Yammer Champion and Channel manager
- Good Proficiency in Photoshop, Novice InDesign
- Campaign Monitor and Poppulo for e-publishing and newsletters
- SignStix digital signage creation and deployment
- Filmora Video editing.
- Full, clean driving licence.

Education, L&D:

2017: Armada training course: Adobe InDesign
2015: QA training course - SharePoint 2013 Core Skills 1 & 2
2010/11: Evening classes – Basic HTML and Dreamweaver CS4

Amersham College of Art & Design 1975-78

Dip AD: Graphic Design & Visual Communications,
'A/S' level: Film Study
'A' level Art & Art History

Dr Challoners Grammar School, Amersham 1970-75

GCE 'O' level: Art, English, History, Geography, Maths, Biology

Hobbies/Interests:

Documentaries, Film & Cinema, country homes & gardens, garden projects, creative projects, photography, Social & Economic history, darts.

Voluntary: Digital Subgroup lead, Chesham Connect High St. Revitalisation strategic plan