



**Category:** Outstanding Young Communicator

**Entrant name:** Jade Devlin

**Company:** NFU Mutual

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**Demonstrate your commitment to professional development and your career growth:**

I have always been someone who strives to be the best I can be; developing myself and seizing opportunities for personal growth, and for positive change across my company, NFU Mutual.

I recently submitted a proposal to senior sales management that outlines how the commercial proposition could be developed and maximised from 2019 onwards (e.g. specific projects, strategy recommendations and requests for budget/resource). My recommendations go far wider than just PR and communication - I believe I can see a path for success and feel proud that senior stakeholders have asked for my input.

I keep ahead of the news agenda, providing advice to peers and management and ensuring I am equipped to create thought-leadership articles, reports and relevant research. In a business which has historically been shy to push agenda-driven comment pieces out, it's been a journey of encouragement to evidence how we can build NFU Mutual's credibility.

I regularly attend conferences to feed my sector and marketing knowledge, and play a key role on the Crisis Comms Team at NFU Mutual by crafting messaging, advising other teams and improving processes across the company.

I was asked to present at the annual NFU Mutual Away Day as a 'campaign of the year' – inspiring marketing peers towards big thinking and overcoming internal barriers. I have also presented to various teams at NFU Mutual (e.g. Underwriting, Claims etc.) to help them understand how storytelling can help PR.

I have enlisted the support of a career coach to help me set and achieve my career goals, and recently completed a Neuro-linguistics Programming (NLP) course to further my communication and influencing skills. Recognising a skills gap, I arranged a CIPR iPhone for Video course for the Communications team.

I was chosen as one of NFU Mutual's 'buddies' - supporting new starters with their induction as I display the role modelling behaviours the business wants to embed.

I have presented at two CIPR Midlands Awards Masterclasses recently – outside of my working hours because I am passionate about helping others develop their skills and expertise, and I voluntarily help with the PR activity for local community group, Stratford Musical Theatre Society (of which I am a member).

**Outline your work-related achievements over the last two years and how they contribute to the wider industry:**

It is an honour that my work on the Food Hygiene Ratings Report has won five PR awards – including two national first place awards (PRCA) and finalist stage for the CIPR Excellence Awards, helping to fly the flag for in-house teams in the Midlands on the national stage.

I began working at NFU Mutual on a three month contract basis. Due to my performance, within three months I was taken on permanently. I am the youngest member of the PR team.

My biggest achievement is in demonstrating that you shouldn't limit yourself to the constraints of what PR 'should' be. My campaigns work for various different marketing streams with PR at the helm, but also demonstrate the power of how a well-executed idea can work across many different mediums.

I am most proud of the fact that my work makes a positive impact in the industries I aim to connect with (retail and hospitality) by providing genuinely insightful research and useful advice that can help them to prosper. I believe that CSR and PR can be intrinsically linked – PR can be (and should be) used for good as well as promoting awareness.

**Outline the biggest work-related challenge you've faced in the past two years, including details of what happened, how you overcame it and what you learnt from it:**

When I came into the business, the external awareness of our commercial proposition was low, and efforts were struggling to get any traction.

Although it was not expected of me as a short-term contractor, I saw an opportunity to make a real impact. I set my own direction using initiative, research and experience in retail and hospitality PR to breathe fresh life into the commercial proposition. I developed a new way of working within the wider commercial team, and within three months I had accomplished the Food Hygiene Ratings Report campaign and managed to overcome challenges to achieve buy-in to the strategy including at Board level.

**A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:**

I am particularly proud of my second campaign, the NFU Mutual Food Fraud Report, which followed the award-winning Food Hygiene Ratings Report (the success of which allowed me to secure more budget for this campaign).

For this report, I developed the report strategy by drawing upon learnings from the first campaign, such as ramping up involvement from influencers, owning a topic that pushed

boundaries, reaching several target audiences and driving communications, relevance and reputation up to senior stakeholders.

The campaign has been submitted for Best Publication at the CIPR PRide Awards.

### Objectives

- Increase awareness, credibility and relevance for NFU Mutual's food and drink manufacturing, retail and hospitality expertise
- Provide a tool for agents to use in prospecting
- Provide meaningful and engaging content for marketing teams to drive their own channels

### Strategy

- Using influencer insight and comprehensive NFU Mutual research and advice, I developed a voice on an important issue relevant to all target audiences
- Influencers British Retail Consortium, British Hospitality Association, Food and Drink Federation and Farmers and Retail Markets' Association provided credibility and 360 degree viewpoints
- Risk Management Services and Sector Desk provided advice to businesses to help combat fraud

### Tactics

- Consumer insight report, plus findings-based press releases with tailored content for different audiences
- Influencers to drive traffic and enhance credibility
- Paid and organic social media strategy
- Infographic and animated video
- Digital landing page with open download

### Outputs

- 34-page Food Fraud Report
- Web page - [nfumutual.co.uk](http://nfumutual.co.uk)
- Infographic for web page
- 1 min animated video for social media
- 9 x press releases
- Content written for and shared by partners, FDF, BHA, BRC, FARMA
- Internal comms content – email and sales guide, intranet article

### Outcomes

- 13,450 total unique webpage views and 2,600 report downloads. 19.64% visited another landing page including news and stories, business insurance, about us and careers pages, 85 visits to the branch finder. Average time spent on page was 2 minutes 54 seconds
- 91 pieces of high quality coverage in target titles

- Social media content viewed over 800,000 times with 3% engagement rate and 2.96% click through rate
- Top influencers who shared content on social media included Andy Morling, Head of National Food Crime Unit; Professor Chris Elliott – leading voice on Food Fraud in UK
- Report added to 'suite' of material that agents use to prospect