



Category: Outstanding Young Communicator

Entrant name: Hannah Cheetham MCIPR

Company: DTW

Demonstrate your commitment to professional development and your career growth:

I am a positive, proactive professional who relishes taking on new projects and responsibilities.

Since joining DTW I have regularly set myself goals to develop new skills across the business and take on increased responsibilities. Having received several promotions and being asked to carry out maternity cover for our Senior Social Media Strategist, I am now leading on social media activity for our clients. (see supporting materials for career timeline).

DTW has entrusted me with extra responsibility which has helped my professional development. I have benefitted from the range of services the company offers and have developed my PR, project management and technical skills across video production, social media, design and marketing. This has enabled me to advise clients on integrated campaigns and add extra value by recommending the best tactics to achieve results.

I began CIPR CPD in 2015 and achieved Accredited Practitioner status in January 2018. I regularly take advantage of webinars and online training resources, and have attended CIPR training days including Mind Reading for Mugs: Leadership Coaching and Social Media Strategy, enabling me to develop both technical and leadership skills and industry networking.

I am passionate about using my education and experience to give something back. I have volunteered time to work with the communications manager at my old high school, delivering training sessions advising on improving communication methods and implementing new workflows.

As a Teesside University graduate I regularly advise on how it can improve its offering of Public Relations courses and produce graduates with relevant/desirable skills. I have also engaged with MA students at Teesside University, delivering a guest lecture about employability and my experience in the PR industry.

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

- Key part of DTW team leading successful national campaign for the Law Society.
- Promoted to Strategist and currently providing maternity cover for Senior Strategist role.
- Leading on the growth of DTW's animation service, allowing me to develop project management skills, pricing methodology and animation as a service. DTW has employed a full-time animator as a result.
- Mentoring DTW's most recent intern, working with her to develop technical and client management skills and an understanding of client sectors and the wider PR industry, contributing to her accepting a permanent position at DTW.
- During my time at DTW I have worked to overcome personal issues with anxiety and panic attacks, making a conscious effort to be open with my employer and colleagues about this in the hope that increasing conversations will normalise mental health issues in the workplace.

DTW MD and CIPR Council member Chris Taylor said: "Hannah has been a key part of DTW's success over the past two years. She's great with clients, has a real eye for quality and attention to detail and is passionate about delivering results. She's thrown herself in at the deep end and way out of her comfort zone in going back to her school and University to talk to current students and help them develop their careers. Her rapid progress through the ranks at DTW shows how highly we value her and we're looking forward to Hannah being part of the team for years to come."

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:

Having joined DTW as an intern in September 2014, the speed at which I've progressed through the company is something I'm very proud of.

In late 2017 I was asked to cover the maternity leave of DTW's Senior Social Media Strategist, leading on social media for the agency. This required me to develop new skills and build on existing ones as well as having the confidence to step into a leadership position.

I am now several months into the maternity cover and am relishing the opportunity. I am leading on the strategy and implementation of social media across several clients, including two large budget national campaigns where I have maintained KPIs despite frequent algorithm changes from Facebook, our main source of engagement for both campaigns.

I have implemented new processes, notably a new social media publishing platform, Sprout Social, across all clients, requiring us to alter heavily ingrained workflows and manage change across DTW and client teams.

This has led to:

- Increased organisation/accountability through the creation of detailed budget trackers, event planners, and project management documents.
- Streamlined workflow through Sprout Social, allowing saved time to be spent on improving campaign activity.
- Identification of new services for clients from Sprout Social's offering, such as their chat bot feature.

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

Law Society of England and Wales – 'Solicitors. Here to help'

Brief:

To position solicitors as the expert source of legal advice for consumers and SMEs.

Objectives:

- Direct audience to the Law Society's Find a Solicitor website
- Raise the profile of solicitors amongst consumers and SMEs
- Encourage the audience to use solicitors rather than other legal professionals or dealing with legal matters themselves.
- Position the Law Society as playing a key role in representing, promoting and supporting solicitors

Strategy:

Engage with key audiences using a mix of offline and digital channels with highly targeted paid for activity to back up earned, shared and owned content.

Tactics:

As a key member of the team covering animation, video and social media, I led on:

- Developing a creative approach for social media, portraying serious issues in a humorous and engaging way
- Continuously identifying key trends, supporting the creation of a weekly content plan aiming to boost organic engagement on social media channels (see supporting documents)
- Researching and identifying the best channels to use and topics to cover, informing content and channel strategy and approach to creation of video/graphics

- The post-production process of all filmed video content, working with the client to create engaging and informative content
- The implementation of strategic video advertising across YouTube and Facebook mid-roll ads
- Project managing animated content for use across social media, ITV Hub and Sky AdSmart

Outputs:

- Provided the Law Society with a suite of engaging graphics, infographics and other digital content (including 33 videos, 12 animations and 78 social media video clips) that can be re-used by the Law Society and its members for many years
- Provided solicitors with a suite of animations with unbranded endings that they can use on their own websites
- Represented excellent value for money due to the vast amount of campaign materials that can be recycled and re-used in future campaigns

Outcomes:

- 480,560 more visits to the FAS website than the KPI set
- 4.4million social media impressions
- 100,884 social media engagements (excludes video views)
- 273,506 quality video views