

## Basic Information

*Region (Check Region):*

Yorkshire and Lincolnshire

*Category:*

26. Outstanding Young Communicator

## Entry Information

*Entrant company name:*

Severfield plc

*Entry title:*

Outstanding Young Communicator - Charlie Joy

## Entry

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

For me, the last two years have been the most challenging, yet enjoyable. I thrive on the daily tasks of a busy in-house communications team, not knowing what's coming next.

When I joined Severfield plc, the UK's leaders in structural steel, my role was a broad role within a small in-house team responsible for all areas of communications. However, over the last two years, I've developed my role to be more focused and specialised (Communications Design Specialist).

In 2019, I started focusing on the visual side of communications – helping create in-house styles and themes, which today are well embedded and valued, e.g. giving our core business functions their own identity. It's important within our industry, for the construction sites and factories especially, where I created a strong brand identity for our Safety team. By creating an identifiable safety brand, it helps ensure critical safety information stands out and helps ensure everyone goes home safely, every day.

I also looked after the company-wide development of newsletters, infographics, presentations, and handouts but additionally played an instrumental role in the creation and visualisation of campaigns, all providing significant cost savings for the company (as were previously outsourced).

Over the last two years I've taken several training courses and am now extremely competent in the Adobe Creative Cloud and have also self-taught myself video creation. I always strive to improve, learn and develop. I have the support of the company who value my skills and I often spend my personal time researching new software and ideas to help me further develop.

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

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Early in 2020, as a team we'd chosen an intranet provider as the creation of a company intranet was a key goal for us. We knew we needed a more digital approach - with approximately 50% of our workforce being remote, we needed to make information more accessible and instant for everyone. The plan was to develop and roll this out over 2020, however that changed overnight as we went into lockdown.

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*Provide an outline of a work-related challenge you have faced in the last two years, including details of what happened, how you overcame it and what you learnt from it:*

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The biggest challenge I have faced in my career was when COVID-19 hit last year.

As the severity of COVID-19 became apparent and colleagues were asked to work from home, my manager asked me to support at Severfield's crisis management team meetings, which was a great opportunity. I attended daily briefings with the senior team, until we too were sent home. I was then included on daily crisis calls, during in which it was agreed we would bring forward the intranet and aim to go live as quickly as possible. I was given the challenge of using my basic knowledge to create the site, and work with my manager on content.

Within one week, we'd gone from nothing to a fully designed and launched 'Coronavirus Hub'. I started by launching to computer users as this was the easiest group. A short while later we contacted our remote staff with log-in details, allowing everyone to access the site.

I posted daily updates but also developed it further to include things such as BBC news, information on symptoms and testing, and ensuring the constantly changing Government information was updated. Office employees were working from home, but our factories and construction sites continued to operate, so it was important to include content relevant to all. This involved regular reviews of content, especially as guidance continuously changed.

I also created some engaging elements too - a series of hubs (like Facebook Groups); Lockdown Entertainment, Health & Wellbeing and Pets of Severfield. We saw colleagues from all areas interacting with each other for the first time –we continue to use these today.

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*Provide an outline of a piece of work you have delivered or contributed to in the last two years that you are particularly proud of including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:*

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As pandemic life became more normal, I started expanding the intranet to be bigger and more valuable. Summer 2020 saw me create a main company homepage with broader company information, in addition to Covid-19.

I came up with the name of Connect for the site – connecting our people, but it's also relevant in terms of 'structural steel connections'.

To ensure people were visiting the site we stopped company emails and only published news on Connect. To help drive people in, I created a fortnightly Round Up e-newsletter that I design and issue to all staff.

As the general use of Connect expanded, I used it for various types of communications, such as campaign launches, like MyView in October 2020. This online HR system means everyone has access to book holiday, complete Personal Development Reviews, access payslips via Connect. I designed the visuals for the campaign and a dedicated section of the intranet.

In 2019, we'd launched our 'Safety First Awards', a ceremony to recognise exemplary safety standards amongst our people. However, in 2020, I had to think of a way to run the campaign and share the winners virtually – I also did this through Connect. I created the brand/campaign to promote the awards and nominations, and developed a video announcing our winners – this is something we wouldn't have been able to create/share prior to Connect.

Teaching myself video creation has allowed me to relaunch two campaigns I'd previously developed: Heads Up (mental health campaign) and 6 Life Saving Rules (safety initiative). I created two videos to help promote these on Connect.

For Christmas 2020 I enhanced the engagement side further with '12 Days of Christmas'; a virtual advent campaign, raising £2000 for charity. Another example for spring 2021 was 'Rate My Plate' – a healthy eating campaign where people posted photos of their meals - the one with the most likes won! I created the brand, look and feel, and copy for all of these.

Whilst the last 18 months have been heavily focused on internal communications, due to COVID-19, I've also supported with the roll out of digital communications screens in our factories, and have been responsible for creating the content, as well as helping with our external 'brand refresh' looking at brand guidelines etc.

To conclude, whilst the last 2 years have brought many unexpected challenges, they've given me the opportunity to accelerate my learning and contribution to the team and wider business.

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## Supporting Information

*Additional supporting information (images, artwork, clippings and other media):*

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Provided

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