

Basic Information

Region (Check Region):

South of England and Channel Islands

Category:

26. Outstanding Young Communicator

Entry Information

Entrant company name:

Charlotte Sanville, Ecclesiastical Insurance Group

Entry title:

Charlotte Sanville, Ecclesiastical Insurance Group

Entry

Demonstrate your commitment to professional development and your career growth:

I am an active member of the CIPR and I have completed my CPD for the past seven years. I am passionate about professionalising the industry and since achieving my CIPR Diploma in Public Relations with Distinction, in June 2019 I achieved Chartered Public Relations Practitioner status.

I am an active member of the CIPR South West committee and as Events Coordinator I have hosted virtual learning events including presentations on employee communications and research best practice.

I'm a keen advocate for personal development and I regularly look for opportunities to improve mine and my team's knowledge and skills. I regularly attend journalist briefings and share my insights with my colleagues including journalist preferences and pitch ideas. I invest time in coaching more junior members of the team and I encourage my colleagues to invest in their CPD and join me in attending learning and networking opportunities.

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

I am very driven in achieving tier 1 media coverage that reaches our target audiences, tells Ecclesiastical's story and positions our executives as experts in their sectors. My tenacity has enabled me to achieve significant increases in positive coverage and I have exceeded all of my PR objectives over the past two years. The heritage sector is a key target for the business and I have focused on raising the profile of the business in key heritage titles. Last year I achieved a 124% increase in volume of tier 1 heritage coverage from 25 pieces

in 2019 to 56 pieces in 2020 and this year I am on track to exceed these targets again. Over the past two years, I have contributed to my team more than tripling the volume of positive PR-influenced coverage from 601 pieces in 2018 to 1,914 pieces in 2020 and we're on track to beat that figure again in 2021.

I have a proven ability to create nationally newsworthy stories. For example, in May 2021 I secured an exclusive story with The Sunday Telegraph on my research into crime in the heritage sector. I developed the survey questions, analysed the data and identified Castle Howard, one of our customers, as a case study to help bring the story to life. Alongside the Sunday Telegraph, the research was also picked up more widely by the heritage press.

I have raised the team's ambitions for 12 days of giving, our annual Christmas campaign which gives £1,000 each to 120 charities over 12 days. I was responsible for creating press toolkits to enable the charities to tell their own stories and I worked with a broadcast agency to increase the reach of our campaign. This helped to achieve a 764% increase in positive PR coverage (691 pieces of 12 days campaign coverage in 2020 vs 80 pieces in 2019). It also helped more than double public nominations from 128,101 in 2019 to 285,224 in 2020 (an increase of 123%).

I have built trust and developed close working relationships with internal and external stakeholders. This has enabled me to encourage the business to be bolder in championing the issues our customers care about, for example campaigning to reduce VAT on repairs to listed buildings. Externally, I have developed an excellent relationship with the Heritage Alliance, and worked with them to survey their members about wellbeing in the sector which achieved 10 pieces of positive PR coverage in the heritage press.

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:

The business wanted to raise awareness of our expertise in the Art & Private client sector, however my media spokesperson was reluctant to take part in media opportunities. During the past two years I have invested time in building trust and engaging with the team and I have worked closely with our spokesperson to build his confidence. For example, he was invited to participate in two televised panel interviews. I provided broadcast training and guidance, and I worked closely with him on message development. This investment meant that he was confident and came across well in the interviews. The positive experience has encouraged him to do more. Recently, I secured an exclusive interview with Insurance Times, a tier 1 priority publication. I worked closely with him on developing messaging and talking points, providing interview guidance and plenty of encouragement. Our spokesperson was pleased with the article and he is now more engaged and enthusiastic about doing more media opportunities in the future.

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:

Over the past two years, I have successfully raised the profile of Ecclesiastical as a business that is building a movement for good by maximising PR coverage of our Movement for Good awards. Our Movement for Good awards gives £1million to charities each summer and invites members of the public to nominate a charity to win one of 500

£1,000 awards in the first phase, while larger grants are given away in the second phase. The PR objective for the campaign was to reach as wide an audience as possible with our giving message, with a budget of £25,000.

To achieve this, I developed a phased PR strategy focused on regional media to maximise the reach of our messaging. Using previous and current year's nomination data, I created bespoke, county-level press releases, using case studies from our previous winners to bring the stories to life. Releases were issued at launch, mid-way through the nomination phase and to announce the winners. Each phase of the sell-in took two weeks, focusing on a different region every day. Alongside this, I invested in a specialist broadcast agency to drive up coverage volumes across radio.

The hard work paid off, dramatically increasing public awareness and engagement with the awards. In 2020 I achieved a 64% increase in positive Movement for Good campaign coverage from 335 pieces in 2019 to 548 pieces in 2020. My PR coverage helped to grow public nominations by 157% (98,660 in 2019 to 253,879 in 2020) and helped the company webpage move up to first place in the Google search ranking. This year, we are only halfway through the campaign and I have already exceeded last year's results.

Supporting Information

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

Provided
