

# Rachel Escott

## Creative Sector Communications

An experienced communications professional, with over 20 years' experience of through-the-line and customer relationship marketing for the public, private and voluntary sectors in arts and education, museums and galleries and for events and tourist destinations. Rachel is available for consultancy and implementation work on short- and long-term communications projects or for interim management needs. She also offers business advice to small creative enterprises and leads inspirational workshops in marketing for new businesses.

### communications consultancy

In 2005 Rachel formed PM&M Consulting Solutions Ltd to bring these skills to benefit a wide range of clients in the cultural and creative sector across the UK.

### other professional experience

**Audiences London** June 2010-April 2011  
Head of Audience Development Services. Responsible for developing client relationships, services and events.

**City of London Sinfonia** July 2009-May 2010  
Marketing Manager. Devise and deliver marketing strategies for the concert season and brand.

**Tate Gallery** March 2002-February 2005  
Marketing Manager, Education. Devise and deliver marketing strategies for the education strands.

**Investors Chronicle** March-September 2001  
Marketing Consultant. Marketing for FT Business private investor exhibitions.

**Slendertone UK Ltd** February-August 1999  
Marketing Consultant: Marketing for award-winning direct response marketing team.

**Coin Street Community Builders** June 1995-May 1996  
Promotions and Marketing Manager: For Oxo Tower Wharf and Gabriel's Wharf.

**Darlington Borough Council** August 1990-June 1995  
Senior Tourism Officer: Sector development, business advice and marketing.

**Southampton City Council** February 1987-August 1989  
Assistant Public Relations Officer: PR campaigns, civic hospitality, press releases, journalism.

### examples of skills offered

#### Strategy and Project Management

- Analyse the offering and its audiences to produce marketing strategies
- Create tourism development strategies
- Manage multi-disciplinary teams of staff
- Oversee websites and advise design
- Project manage the scoping and commissioning of content databases
- Customer data ownership issues
- Data Protection issues
- Customer service functions
- Representation on partnership bodies and committees
- Collaborative work with partners in private, public and voluntary spheres
- Management of large scale and small events

#### Training and Advice

- Coaching, mentoring and training in IT tools, marketing skills and planning, business start-up and the tourism industry
- Provide user support to database users
- Advice to small tourism businesses

#### Organisation and Administration

- Budget management
- Research and monitoring including Rol
- Office management and administration
- Electronic and hard copy image management
- Staff interviewing and selection according to equal opportunities criteria
- Line management

#### Print and Media

- Production of promotional literature, including copy-writing, design brief, editing and proofing, liaising with design and print agencies
- Manage mailing house contracts
- Print media buying
- Brief photographer, select promotional images

#### IT

- Microsoft Word, Excel, PowerPoint, Access
- ENTA and other database systems
- Rhythmyx Content Management System
- 'Introduction to HTML'
- HotMetal Pro

## Public Relations

- Write press releases and editorial
- Edit and subedit newsletters
- Radio and TV interview skills

## professional development

Please see separate continuing professional development information.

## non-professional experience 1996-2002; 2008

During 2008, Rachel and photographer partner David Steel took nine months to walk 2289 miles between London and Santiago de Compostela in Spain, collecting material for fiction, journalism and photography projects.

From 1996, Rachel took career breaks to write a novel, short stories and other writing, while living abroad.

## education

1989-1990, University of Strathclyde

MSc. in Tourism including development, marketing, international and sustainability issues.

1982-1986, University of Southampton

BA (Hons) in French (2.1)

## languages

Fluent French (degree level); Good Spanish (DELE Inicial)

## interests

Contemporary art and applied arts; reading; dance, theatre, cinema attendance; swimming, cycling, walking; travel.

## personal

Date of Birth: 12 April 1963

Nationality: British

Marital Status: Married, no children

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## references

Referees supplied on request