



Emma

## PR & Marketing Manager

Joined The Parks Trust: 2019

### What do you do?

Raise awareness of our charity in Milton Keynes through effective communication and campaigns.

I help residents of MK to understand the work we do, the events we put on and how they can become involved in supporting us.

### What did you do when you left school?

I studied History at Oxford Brookes University.

### Why did you want to work for The Parks Trust?

Having spent 5 years working for a commercial business I wanted to go back to working for a non-profit and to work for an organisation which makes a direct impact to the place where I live.

### Describe your career journey so far.

After university, I got a job as a marketing assistant at the National Trust, gaining industry experience. Since then I have held other marketing roles within Tourism and Leisure businesses, such as Web Editor / Digital Executive roles and Brand Manager roles. I have experience in working in commercial / corporate environments as well as non-profit / charities.

I joined The Parks Trust as a PR & Marketing Manager, the same level role I was doing previously in another organisation.

### What skills or qualities do you need to be successful in your role?

Working in communications means I have to be good at communicating with a vast range of people. From the public, journalists, my direct team and senior management, I need to be able to confidently present ideas, challenge and influence.

My role also requires a lot of strategic thinking and planning so being organized and able to work well under pressure is important.

### My words of wisdom...

Don't let the bad days  
outshine the good. The bad  
days are few and far between  
but are often the ones  
remembered. Make sure to  
celebrate the good and take  
stock of what you're achieving.

