

Jennifer Campbell

CHARITY WRITING
& PUBLICATIONS

Jennifer Campbell: CV

I am an experienced charity copywriter, editor, digital and editorial project manager and trainer. I have worked with more than 70 charities in the UK and worldwide to create copy, tone of voice guidelines, websites and publications that engage, inspire – and make readers take action. I can manage projects from concepts right through to publication, delivering on brand, on time and on budget.

Work history

Freelance charity writer/editor, project manager and trainer. April 2011 – present

I write, edit, proofread and project manage the production of websites and publications for charities. My clients include Sport England, WWF, Mind, Dementia UK, Parkinson's UK, ActionAid, Teach First and the Restorative Justice Council, among many others.

I also train charities in all aspects of editorial, and have led workshops at CharityComms and Directory of Social Change events, as well as providing bespoke in-house training.

ngo.media writer/editor. July 2008 – April 2011

ngo.media was the UK's leading copywriting, publications and training agency working only with charities and other socially-driven organisations.

My work there for clients such as Drinkaware, BTCV, Dyslexia Scotland, the Energy Saving Trust, Macmillan Cancer Support, Age UK and Bowel Cancer UK included:

- Taking overall responsibility for editorial projects, from agreeing a brief to print.
- Writing annual reviews, brochures, leaflets, news, features, newsletters, e-newsletters, web content, reports and more.
- Editing (often complex) text written by experts into plain English, readable copy.
- Proofreading, taking responsibility for spotting errors in publications before print.
- Managing design and print.

Freelance journalist. 2005 – 2008

News and features published in The Big Issue, Daily Express, The Sunday Times, The Sunday Herald Magazine, Daily Mail, The Observer and The Perthshire Advertiser.

Education

2007 – 2008 **City University** – postgraduate diploma in magazine journalism

2002 – 2007 **University of St Andrews** – MA (Honours) 2:1 Spanish and International Relations (with integrated year abroad, spent as an English teacher in Spain)

Other skills

Teeline shorthand at 100 words per minute

Languages: fluent Spanish, good French (I studied French for two years at university)