

# Nathan Littleton

Communications Director

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## My role in the PSA

- Facilitate internal communications for the PSA, keeping members informed and providing platforms for discussion and information.
- Establishing, developing and managing the relevant communications platforms and channels to enable effective Board/Membership and member/member communication.
- Advising the Board on internal and external communication matters and making recommendations on ways of improving communication within the organisation and with the wider world.
- Facilitate external communications for the PSA, communicating relevant PSA messages to the wider world via the media and social media.
- Act as a moderator on the PSA members Facebook group.
- Writing and/or approving PSA communication materials including marketing materials, website, social media etc.
- Review copy for internal and external use as required by the office team and other Board members.
- Advising Regional Presidents on matters concerning communications.

## Projects I've worked on in 2019/20

- Updated the templates used for PSA email communications, with a new modern design and easier preference editing for subscribers.
- Sourced a new ticketing system for events, saving the PSA thousands of pounds a year in Eventbrite fees.
- Researched and sourced the conference platform to be used at this year's Speaking Business Summit.
- Assisted with the marketing communications for this year's Speaking Business Summit.
- Was part of the planning team for this year's Speaking Business Summit, naturally focussed on matters concerning communications, marketing, the ticketing system and the conference platform.
- Worked with the Editor and Operations team to produce the Backstage quarterly newsletter.
- Acted as moderator for the PSA Members Only Facebook group and recently created a new structured monthly promotional thread for members.

- Wrote or rewrote PSA materials including email newsletters, website copy and print materials.
- Co-hosted Coffee & Conversation.
- Co-hosted four PSA London Zoom events.
- Interviewed candidates for the new Regional Director board role.
- General director and board issues as they arise.
- Attended all board meetings, both in-person and more recently over Zoom.
- Continued to support the Operations team in maintaining the Speakers' Hub member resource (this role preceded me joining the Board).