

Nathan Littleton

Communications Director

communications@thepsa.co.uk



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 2020/21

- Was part of the planning team for this year's Speaking Business Summit, focussed on matters concerning communications, the ticketing system and the conference platform.
- Was part of the planning team for this year's Refresh! event, again focussed on matters concerning communications, 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.
- Created further new templates used for PSA email communications, with a new modern design and easier preference editing for subscribers.
- Am currently working with the Marketing Director to source a new website for the PSA, including additional major features to better serve our members.
- Am part of the planning team for next year's Global Speakers Summit, focussing on communications and marketing.

- Worked with the Operations team to recruit a dedicated copy writer to improve our marketing and communications.
- Wrote or rewrote PSA materials including emails, website copy and print materials.
- Co-hosted PSA London Zoom events.
- Devised a new members' award (coming soon!)
- Interviewed candidates for the new D&I Director board role.
- General director and board issues as they arise.
- Attended all board meetings over Zoom.
- Continued to support the Operations team and Membership Director in maintaining the Speakers' Hub member resource (this role preceded me joining the Board).