

# Helen Bradford AE

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## Profile: writing, editing, training and coaching services

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- Accredited Editor (AE) of the Institute of Professional Editors (IPEd) with a postgraduate editing and proofreading qualification from Whitireia New Zealand.
- Experienced in creating and editing high-quality plain-English documents tailored to audiences including ministers, officials, the public and non-native English speakers.
- Experienced in developing and managing programmes and projects in the UK, Asia, Africa, the Pacific and New Zealand, including seven years managing development programmes for the NZ Ministry of Foreign Affairs and Trade.
- Knowledgeable about the machinery of government; experienced in preparing convincing business cases, concept papers and funding proposals and fulfilling reporting requirements.
- Certified organisational coach who helps others identify their writing's purpose, audience and critical messages, and create well-structured, clear, consistent and concise documents.
- Experienced in managing Crown funding and budgets of up to \$55 million.
- Experienced in representing New Zealand offshore to ministers and senior officials in Asia and the Pacific.
- Experienced in managing relationships with foreign governments and stakeholders from the public, private and not-for-profit sectors.

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## Career summary

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| Freelance writer, editor and coach                                                                                             | Capire, New Zealand                                    | 2018–2024 |
| Project manager                                                                                                                | Department of Corrections, Wellington                  | 2017      |
| Acting deputy director                                                                                                         | Ministry of Foreign Affairs & Trade (MFAT), Wellington | 2015–2016 |
| Development manager                                                                                                            | MFAT, Wellington                                       | 2010–2015 |
| First secretary (secondment)                                                                                                   | NZ High Commission, Rarotonga                          | 2014      |
| Acting deputy director                                                                                                         | MFAT, Wellington                                       | 2013      |
| Development officer                                                                                                            | MFAT, Wellington                                       | 2010      |
| Programme facilitator                                                                                                          | UNICEF, Cambodia                                       | 2009      |
| Health programme manager                                                                                                       | Voluntary Service Overseas (VSO), Cambodia             | 2005–2009 |
| HIV & AIDS programme manager                                                                                                   | VSO, Namibia                                           | 2003–2005 |
| Branches development advisor                                                                                                   | RSPCA, UK                                              | 2000–2003 |
| Prior roles include management information consultancy with Lloyds of London, the World Bank and the World Health Organization |                                                        | 1993–2000 |

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## Expertise

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|------------------------------------------------|------------------------------------------|
| Editing and proofreading                       | Developing and managing budgets          |
| Writing and reporting                          | Managing relationships with stakeholders |
| Preparing business cases and funding proposals | Coaching, mentoring and training         |
| Using plain language                           | Managing programmes and projects         |
| Creating effective charts to visualise data    | Monitoring and evaluation                |
| Preparing strategies and plans                 | Managing procurements and contracts      |

## Qualifications and professional development

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|-------------------------------------------------------------------------|-----------------------------------------------------------|------|
| Winner – Best Plain Language Technical Communicator                     | WriteMark Plain English Awards Trust, New Zealand         | 2023 |
| Data Visualization Academy                                              | Evergreen Data, USA                                       | 2022 |
| Accredited Editor (re-accredited in 2023)                               | Australian Institute of Professional Editors              | 2018 |
| Graduate Certificate in Editing and Proofreading                        | Whitireia New Zealand                                     | 2018 |
| Accredited Coach                                                        | Institute of Executive Coaching and Leadership, Australia | 2016 |
| Women's Leadership Programme                                            | Victoria University of Wellington                         | 2014 |
| Master of Science – Finance (merit)                                     | University of Leicester, UK                               | 2010 |
| Postgraduate Certificate in Management                                  | Open University, UK                                       | 2002 |
| National Vocational Qualification in Teaching, Training and Development | NCH Action for Children Training Centre, UK               | 1995 |
| Bachelor of Arts – Psychology (2.1)                                     | University of Durham, UK                                  | 1991 |

## Experience, responsibilities and achievements

### Freelance business writer and editor – Capire

[www.capiire.co.nz](http://www.capiire.co.nz)

After four years as a freelance business writer and editor, I set up Capire. Capire is a leading New Zealand writing consultancy for governments, NGOs and international development agencies. This is a selection of our clients:

- **Government of New Zealand** (Ministry of Foreign Affairs and Trade; Ministry of Justice; Ministry for Primary Industries; Inland Revenue Department; Ministry of Health; New Zealand Police; Waka Kotahi | New Zealand Transport Agency; Ministry for Regulation; Ministry of Business, Innovation and Employment; Public Service Commission; Ministry of Social Development; Independent Children's Monitor; Standards New Zealand; Ministry for the Environment; Hutt City Council; Te Whatu Ora; Reserve Bank New Zealand).
- **Overseas governments** (Lebanon, Samoa).
- **International organisations** (UNDP Arab States, UNDP Timor Leste, UNDP Viet Nam WHO Geneva, UN Tunisia, UNICEF Azerbaijan; Islamic Financial Services Board; ILO).
- **New Zealand health organisations** (Pharmacy Council, TAS; Royal College of New Zealand General Practitioners).
- **New Zealand and Australian NGOs** (Save the Children, Tearfund, Corymbosa Charitable Trust, St Vincent de Paul, Oceania Football Confederation, Australian Trauma Group, World Vision, SurfAid International).
- **New Zealand and Australian businesses and consultancies** (Acumen Republic, BeConnected, Taimana Wealth, Mangrove Collective, Solomon Leonard, Palladium Group, Lewis Financial, The Project Lab, The Marschall, Future Partners, Paua Interface, Gas Industry Company; Tribe; Stacey Tennant Consultancy).
- **New Zealand universities** (Victoria University Wellington).
- **Pacific regional agencies** (SPREP, SPC).

### Project manager – Department of Corrections

[www.corrections.govt.nz](http://www.corrections.govt.nz)

The Department of Corrections is the public service department charged with managing offenders, helping them to address their offending and gain skills that lead to a crime-free life.

I joined the Department of Corrections in January 2017 to manage a new women's strategy. My responsibilities and achievements during this time included:

- establishing the governance and management arrangements for the strategy
- preparing a results framework with baseline data, measurable indicators and targets to monitor progress
- calculating the cost to implement the strategy, and securing \$13m of investment funding
- preparing an internal and external communications plan to build awareness of the strategy and help staff understand their role in its delivery and success
- advising staff to plan and manage the 35 activities included in the strategy's first year work programme.

The Ministry of Foreign Affairs and Trade (MFAT) is the public service department charged with advising the government on foreign and trade policy and promoting New Zealand's interests in trade and international relations.

I joined MFAT in 2010 as a Development Officer managing projects, procurement and contracts for New Zealand's development assistance to Niue and Tokelau. I completed several secondments and acting positions during a substantive post as Development Manager (Indonesia and Solomon Islands) prior to becoming Acting Deputy Director (Solomon Islands). My responsibilities and achievements during this time included:

- managing New Zealand's \$55 million development programme in Solomon Islands, managing two development staff, and overseeing the work of a small team based in Honiara
- overseeing the programme to ensure projects made good development sense (including assessing risk and value for money) and were aligned with foreign policy and the government's intentions for the Pacific
- monitoring and reporting on project and programme budgets, including variances and analysis
- developing results frameworks that defined the performance measures and targets used to assess the value gained from the NZ Government's investment, monitoring performance against the framework and reporting internally and externally on performance and results
- preparing high-quality written communications for a range of audiences including Cabinet papers, ministerial submissions and briefings, speeches, strategic documents, business cases, reports, press releases, OIAs, ministerial letters, complex contracts and grant arrangements
- representing MFAT's International Development Group in trade negotiations with Indonesia that successfully secured Indonesia's ratification of the ASEAN Australia NZ Free Trade Agreement (AANZFTA)
- leading the development of strategies for NZ's development relationship with Indonesia and Solomon Islands. The strategy for Indonesia was the first that had been developed in over six years. It was widely praised by the Indonesian government, and other donors, for its brevity, practicality and results focus
- leading the business case, design, procurement and engineering contract management of a large aviation project in Solomon Islands, meeting a tight timeline and ministerial priorities.

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## Professional assets

- Critical thinker, strong analytical skills, accurate and probing.
- Strong planning, organising and monitoring abilities; excellent attention to detail.
- Articulate, with the ability to express complex ideas in plain language to meet the needs of different audiences.
- Good strategic appreciation and vision; results focused; creative problem solver with sound judgement and a measured approach to risk.
- Participatory approach to working with teams, partners and stakeholders; facilitates others to engage and own strategic and operational plans, processes and ideas.
- Emotionally mature, calm and positive temperament; able to negotiate and resolve conflict; certified organisational coach.
- Excellent interpersonal skills; articulate, patient and sensitive communicator; tolerant and understanding.
- Committed to continuous quality improvement including self and others' learning and development; encourages and responds to feedback.

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## Additional information

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| <b>Nationality:</b>               | United Kingdom and New Zealand citizen                                                                                                                                                                                    |
| <b>Professional affiliations:</b> | Professional member of the Institute of Professional Editors<br>Advanced professional member of the Chartered Institute of Editing and Proofreading<br>Winner – Plain Language Awards 2023                                |
| <b>Interests:</b>                 | Triathlon – multiple age-group wins in New Zealand; represented New Zealand at the world age-group championship standard triathlon competition in London (2012) and the world Ironman championship in Kona, Hawaii (2015) |