

## DEBBIE SCOTT MA MCIPR VR

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*For nearly twenty years I have helped business leaders, military personnel and politicians grow their businesses, communicate better and win elections. My communications work spans regional, national, European and global levels and has, in recent years, become more focused on Defence-related employer policy and the Armed Forces Covenant. Additionally, as Founder and Director of Scott Communications, I now primarily specialise in public relations and editorial services including copywriting, copy-editing and proofreading.*

### EXPERIENCE

#### **Founder and Director of Scott Communications (U.K.) Ltd. 2018 – Present**

- Scott Communications is a public relations consultancy that helps clients tell their stories through new and conventional styles of media and using public affairs strategies where appropriate.
- Qualified copyeditor and proofreader with over 1,000 hours of experience.
- Member of the CIEP since 2018; Professional Membership awarded September 2023.
- Copy-editing and proofreading qualifications awarded through the CIEP plus continuous personal development training through the CIEP and the CIPR.
- Recently worked with Unicorn Publishing Group to copy-edit and proofread a 384-page manuscript on Pre-Raphaelite art. Worked closely with the author, typesetter, pictures editor and indexer to see the book through to publication, including overseeing all PR associated with the launch.
- Previously worked on trade publications with publisher Dorson West (Public Policy Projects) specialising in health, manufacturing, logistics and politics. Also produced public policy reports, corporate reports and commercial website copy.
- Helped run a successful campaign in support of the Armed Forces on behalf of the Federation of Small Businesses (FSB) in the Southeast of England, culminating in a high-profile launch event.
- Managed the public affairs strategy on behalf of a campaign group supporting women returning to work after career breaks, facilitating and supporting engagement on policy to Secretary of State level.
- Provided consultancy services to corporates and start-ups, devising stakeholder management mapping and engagement plans to the highest political levels.
- Convene quarterly meetups for current and former Conservative Party special advisors (SpAds).
- Mentor for Heropreneurs, providing advice to serving personnel who are leaving the Armed Forces to set up their own businesses.
- Scott Communications is a proud signatory of the Armed Forces Covenant.

#### **Memberships**

- Member of the Chartered Institute for Public Relations (CIPR)
- Professional Member of the Chartered Institute for Editing and Proofreading (CIEP)
- Member of the Federation of Small Businesses (FSB)
- Member of the Pen and Sword Club

#### **Creative Content Creator, Hospice in the Weald (Volunteer), February 2023 – Present**

- Work as part of the Communications team to raise awareness of the care hospices provide and to reach more people who need end-of-life care.

- Work with those who have benefited from care to promote and share their stories about how the hospice has helped them.
- Help produce in-house publications and liaise with media outlets to promote events and share positive stories about patients and staff.

**Delivery Manager, Partnering with the Armed Forces (PwAF) programme, Atkins, 2016 – 2018**

- Within the Marketing Team of the Aviation, Defence, Security and Technology (ADS&T) business of global engineering consultancy Atkins, managed the delivery of the PwAF programme designed to uphold the Armed Forces Covenant and demonstrate the company's support for reservists, veterans and cadets as well as the regular Armed Forces.
- Originator, co-founder and secretariat of the Gold Alumni Group for recipient companies of the Gold Employer Recognition (ERS) Award. Arranged the Group launch, then quarterly meetings for 35 companies to develop best practice on employer policy relating to military personnel. This group informs Chief of Defence People and his policy team.
- Established a Civilian Workplace Attachment for service men and women leaving the Armed Force, resulting in several placements.
- Worked with key stakeholders across the business ranging from the Chairman and CEO, the heads of departments including Learning and Development, Recruitment, HR etc to embody the Armed Forces programme into Atkins' DNA with a view to encouraging employees to join the reserves and pursue dual careers.
- Arranged an annual Reserves Conference for all Atkins' reservist employees with the MoD's Head of Reserves and Cadets Policy as guest speaker.
- Managed the sponsorship of Paralympian and former Royal Marine, Joe Townsend.
- Managed the relationship with military charity, SSAFA, organising employee fundraising events.

**Government Relations Manager UK, Hewlett-Packard Enterprise (HPE, formerly HP), 2009 – 2016**

- A security-cleared leading member of HP's global Government Relations team in the world's largest technology company and the number one supplier of ICT to HM Government.
- Briefed senior business leaders including the CEO, the UK Managing Director, and the Head of UK Public Sector in advance of Government meetings.
- Devised and implemented companywide government relations strategies for the HP's Public Sector accounts.
- Represented Government Relations on HP's Public Sector Board and all sub-sector boards including HP Defence, and the Central Government account which included the Ministry of Justice, Security and the Home Office.
- Supported HP UK's Public Sector team to deliver efficiency savings in accordance with the Government's ICT strategy.
- Worked with Number 10 Downing Street and the Cabinet Office to maximise HP's support of the Government's growth agenda.
- Wrote speeches for the UK Managing Director to give in Parliament, and drafted letters from the CEO to Government ministers.
- Prepared the General Manager for HP Defence ahead of his appearance before the Public Accounts Committee.
- Represented Government Relations on HP UK's Communications Council.
- A member of the UK Crisis Management team; trained in crisis management.
- Worked closely with the Marketing team to devise, implement and communicate HP's 2014 Make it Matter campaign.
- Lobbied successfully to host HP's technology expo, HP Discover, in London.
- Created the role of Reservist Champion for HP UK to represent all reservists and veterans amongst HP's UK employee base, as well as driving recruitment into the reserve forces as an opportunity to employees. Successfully nominated HP for the 2014 Gold Employer Recognition Award and subsequently recognised by the Prime Minister.
- Liaised with GCHQ, the Department for Business, Innovation and Skills, and the Cabinet Office, to establish HP at the forefront of an initiative for companies to sponsor Masters and PhDs in cyber security.
- Represented HP at the Joint Communications Group for defence suppliers, as coordinated by the trade association, Aerospace, Defence and Security (ADS).

### **HMS President, Royal Naval Reserve, 2006 – 2017**

- Joined the Royal Naval Reserve as a Communications and Information Systems (CIS) specialist; sea time as a CIS rating in HM Ships *Illustrious* and *Westminster*, and also RFA *Lyme Bay* in the Mediterranean during Operation Taurus.
- Provided ongoing communications support to the Chief of the Naval Staff on the Navy's communication strategy and political engagement plan.
- Passed the Territorial Army's Media Operations Specialisation's three-day selection board.
- Successfully passed the arduous 16-day junior officer leadership assessment at Britannia Royal Naval College in 2013, with training and assessment by Royal Marines instructors.
- Public Relations Officer for the Royal Naval Reserve in London. Worked with Buckingham Palace and Fleet Media to manage all press for the Queen's Diamond Jubilee.
- Passed the Defence Communicators' Course at the Defence Media Operations Centre, RAF Halton.
- Worked with Cabinet Office since 2013 to provide media support to the ongoing RNR Live recruitment campaign; hosted media at HMS President which resulted in widespread coverage across print and broadcast media.
- Served as a Sea Cadet at TS Harvester, Banbury, Oxfordshire, from 1994 to 1997.

### **Press Officer, Conservative Party, 2006 – 09**

- Managed print, broadcast and the emerging social media for shadow secretaries of state and their shadow ministerial teams including Philip Hammond and Chris Grayling as Shadow Work and Pensions Secretaries; Liam Fox as Shadow Defence Secretary; Baroness Pauline Neville-Jones as Shadow National Security Minister; Oliver Letwin as Director of Policy; Ken Clarke as Shadow Business Secretary; and Baroness Sayeeda Warsi as Shadow Home Office Minister.
- Deputy Head of Broadcast Media, helping to manage daily output with responsibility for briefing the Shadow Cabinet ahead of broadcast appearances.
- Co-managed the regional press team, responsible for extending the Party message to the regions.
- Wrote speeches, articles and policy documents for the Shadow Secretaries of State.
- Devised a media strategy template for the publication of the Party's announcement of its welfare reforms which became a standard template for all media plans.
- Managed press at the Conservative Party Conferences covering Broadcast, Work and Pensions, and Defence. Contributed to the writing of Liam Fox's and Chris Grayling's conference speeches.
- Oversaw and managed the media for the launch of the Armed Forces' Covenant.
- Worked as the out-of-hours and weekend duty press officer.
- Campaigned in four by-elections including Ealing, Bromley and Chislehurst, Crewe and Nantwich, and Henley.
- Delivered media training to 'sister' parties on location in Montenegro and Serbia, on behalf of the Westminster Foundation for Democracy.
- Stood as the Conservative Party candidate for Brackley South in 2007 District Council elections.

### **Parliamentary Assistant to Chris Heaton-Harris MEP, European Parliament, Brussels. 2005 – 06**

- Managed the Parliamentary office in Brussels advising on issues relating to the Internal Market Committee, the Budgetary Control Committee and the Committee on Sport.
- Managed the MEP's public relations.
- Wrote news articles for the UK and Brussels-based media including coverage of the visit of US President George W. Bush.
- Accompanied the MEP on a working visit to Washington DC.
- Represented the MEP at industry groups.
- Compiled and submitted amendments to European legislation.
- Campaigned for Conservative Party candidates in marginal seats during the 2005 General Election.

## **EDUCATION**

### **MA Public Policy, University of Sheffield, 2003 – 04**

- Dissertation compared and contrasted how the European Commission formulates and implements internal regional policy and its external development policy in Africa, Asia and the Pacific.

**BA Dual Honours in Geography and Politics (2:1), University of Sheffield, 2000 – 03**

- Focused on EU Regional Policy and EU enlargement, including dissertations on the Convention on the Future of Europe and the need to avoid duplication in sovereign defence policy, and also core competencies in the labour market with reference to South Yorkshire as an area in receipt of EU funding.

**Royal Latin Grammar School, Buckingham 1998 – 2000**

- A-Levels: Geography A, Economics B, English Literature B and History C.

**REFERENCES AVAILABLE UPON REQUEST**