

# GERRARD HARTLAND

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A creative and versatile writer with several screenwriting accreditations and projects currently in development. Experienced in coordinating communications for production teams, talent, and creative departments, ensuring alignment and clear messaging throughout the production lifecycle through first-hand experience in the production environment. Accomplished communications professional with a proven record in proof-reading and delivering timely messages and creating compelling content.

## EXPERIENCE

### DECEMBER 2021 – PRESENT

#### DEPUTY HEAD OF INTERNAL COMMUNICATIONS, NHS BLOOD AND TRANSPLANT

Manage and quality control the operations of the internal communications team including ensuring we have a robust channels matrix in place to reach a diverse workforce. Ensure campaigns, channels and engagement are built on staff insight and continually evolve our reach to colleagues.

##### Key contributions

- Coordinated the internal activity in support of external *Deadpool and Wolverine* movie partnership to appeal for more blood donors with wide array of frontline activity.
- Scripted material for Executive Team as part of Chat Live online events to highlight latest key activity including the official opening ceremony of Brixton Blood Donor Centre.
- Led the internal campaign in support of the 'Amber Alert' for O type blood, including progress to boost stock levels and promotion and distribution of over 1,500 'Know Your Type' kits to staff to discover if they can support our critical blood appeal.
- Enhanced our digital offering with introduction of Newzapp omnichannel platform using data-driven insights to exceed the NHS average by 10% for unique open rates.
- Coordinated 80k project to implement digital signage across estate to enhance our engagement with colleagues with limited online connectivity in centres.

### JUNE 2019 – NOVEMBER 2021

#### HEAD OF INTERNAL COMMUNICATIONS (INTERIM), NHS BLOOD AND TRANSPLANT

Led the Internal Communications Team through the COVID-19 pandemic.

##### Key contributions

- Reinforced assurance of safety protocols and processes for frontline staff with our approach commended by the Government Internal Audit Agency.
- Coordinated internal distribution of key announcements and display material by the Department of Health and Social Care in addition to providing essential HR FAQs relevant to our staff.
- Established weekly round-up of key information relating to strategic priorities for all staff, helping to minimize the volume of information being shared in various formats during period of substantial challenge for our organisation and the wider NHS.
- Worked closely with senior leaders to improve and develop their communications skills as online town hall events became a key element of the internal communications offering.

### JANUARY 2017 – JUNE 2019

#### INTERNAL COMMUNICATIONS MANAGER, NHS BLOOD AND TRANSPLANT

Delivered timely and meaningful communications to staff through Microsoft SharePoint.

### **Key contributions**

- Championed awareness of our B Positive Choir's appearance on *Britain's Got Talent* to maximise social media awareness.
- Developed new SharePoint intranet in-house, successfully migrating all content from an end-of-life platform to SharePoint within allocated quarterly window with £0 additional cost.

### **MAY 2014 – DECEMBER 2016**

#### **SENIOR INTERNAL COMMS AND DESIGN OFFICER, NHS BLOOD AND TRANSPLANT**

Designed and coordinated production of all internal material.

### **Key contributions**

- Awarded 'Most Innovating Mythbusting' by the NHS Flu Fighters Rewards Scheme.
- Successfully brought all internal design activity in-house to meet NHS efficiency savings.

### **MARCH 2008 – MAY 2014**

#### **INTERNAL COMMUNICATIONS OFFICER, NHS BLOOD AND TRANSPLANT**

Acted as internal communications support on a variety of employee awareness campaigns.

### **PRE 2008**

#### **RUNNER AND PRODUCTION ASSISTANT, TALKBACK THAMES, ENDAMOL AND BBC**

### **Key contributions**

- Supported production teams with managing on-set logistics, assisting with setups, facilitating communication between departments, logging filmed content.

## **SCRIPT WRITING**

### **MAY 2024 – PRESENT**

#### **SCREENWRITER, THE CHRISTMAS CHAMP**

Shopping agreement in place for feature screenplay by networking diligently with overseas industry community to build confidence in project and establish long-term relationship.

### **MARCH 2019 – PRESENT**

#### **SCRIPT READER, COVERFLY**

Proofread and provided coverage on multiple screenplays including offering suggestions and considerations and using a weighted evaluation system for all assessments.

### **ACCOLADES**

Coverfly Red List Top 10% (Fantasy), Honorable Mention, Killer Shorts Horror Short Screenplay Competition Season 2, Semifinalist, ScreenCraft Virtual Pitch Fall 2022, Semifinalist, ScreenCraft True Story & Public Domain Competition 2020,

## **EDUCATION**

### **FILM AND LITERATURE – 2:1 BAHONS, SHEFFIELD HALLAM UNIVERSITY**

## **TRAINING AND CERTIFICATIONS**

### **LEVEL 3 AWARD IN LEADERSHIP AND MANAGEMENT, INSTITUTE OF LEADERSHIP AND MANAGEMENT**