



SARAH KIDNER

TELLING STORIES, FOR GOOD

Words are my business. I'm a passionate storyteller who has worked as a magazine editor, writer, head of communications and marketer across commercial, not-for-profit and the charity sector. I've recently led a strategic rebrand and crafted a multi-channel approach to activation across a newly-merged charity. I am an experienced, empathic leader with experience working as part of a senior management team, leading high-performing teams and I can and have managed substantial budgets.

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30+ years
experience

PROFESSIONAL EXPERIENCE

Fight for Sight | Head of Communications and External Affairs; ELT member 13/02/2023 – Present

I joined Fight for Sight at an exciting stage in its journey as it merged with Vision Foundation. It created an opportunity for me to lead a **strategic rebrand**, which included working with an agency to develop a new visual identity. We co-created a brand narrative and a compelling tone of voice. Impact, includes¹:

- Brand buzz (seen or heard of in the past three months) for this group peaked in November 2024 at 8%, having started at 3% in July last year.
- Brand familiarity scores have grown substantially across the general population and all key segments. This level of movement is highly unusual in such a short time. For instance, prompted awareness among those with a high proximity to blindness and vision impairment has increased by a third.
- This growth is also driving a higher propensity to support.

In addition, I have:

- Commissioned a suite of brand videos to support brand activation (222,000 views, and counting).
- Worked alongside a digital consultant to merge and relaunch the website.
- Built an in-house communications team to support the charity's ambitious objectives and procured a new digital partner for paid media.
- Supported with the flagship event VisAbility 2025.
- Run the London Marathon on behalf of the charity and raised over £2,000.

Jan 2022 – Feb 2023 | Writer, editor, and content strategist

- I worked for charity and commercial clients and agencies. Projects included writing search-optimised content for a [pet insurance company](#) and a technology start-up.

June 2019 – Jan 2022 | Marketing Manager, AbilityNet

I promoted the work and impact of AbilityNet's 350+ volunteers. I did this by creating and implementing a quarterly communications plan, writing search-optimised blogs² organising and promoting quarterly webinars and engaging volunteers in quarterly campaigns. In addition, I produced thought leadership articles, white papers, marketing assets and created a new online platform promoting the annual accessibility show).

July 2015 - June 2019 | Head of Content, Healthcare Innovation | British Heart Foundation

On being promoted to Head of Content, I:

- Led a strategic review of healthcare content, shifting the emphasis from print to digital

SKILLS

- Brand
- Budgeting
- Commissioning
- Content strategy
- Content editing
- Copywriting
- Leadership and managing high-performing teams
- Partnerships
- Project management
- Strategic thinking
- Stakeholder
- management
- Tone of voice
- Writing
- Writing for SEO

EDUCATION

BA Hons

History with media studies: 2.1

Sept 1991 to June 1994
Exeter University

A Levels:

History (C)
Communications (D)
Sociology (D)
Sept 1988 to June 1990
Somerset College of Arts and Technology
Taunton, Somerset

¹ Source: Eden Stanley who is the charity's brand tracker.

² Published under my married name of Botterill

- Reviewed processes and procured a new warehouse leading to an annual cost-avoidance of £300k
- Restructured the healthcare innovation content team
- Oversaw a strategic review of healthcare content on the BHF's website
- I led a 15-strong team of staff, managing six people and was an active ELT member.

Sept 2012 – July 2015 | Editor, Heart Matters, British Heart Foundation

Under my editorship:

- Heart Matters won a CorpComms award two years in a row,
- The magazine adopted new BHF brand values & visual identity,
- Content migrated to a new CMS, overhauling the site's structure for SEO and engagement.

Day-to-day, I:

- Ran editorial workshops to gather ideas across directorates.
- Planned magazine editorial, wrote commissions and briefed writers.
- Edited magazine editorial from staff and publishing agency.
- Conducted interviews, wrote articles.
- Managed the editorial budget.

Jan 2008 – Sept 2012 | Editor, Which? Computing, Consumer's Association

Under my editorship:

- The magazine achieved the largest readership in its sector.
- Year-on-year revenue grew 8% (2010-2011) retention boosted up 7.2%.
- The magazine was awarded the Crystal Mark for Plain English.
- Twice shortlisted for editor of the Year (British Society of Magazine Editors).

Daily, I:

- Planned and commissioned copy from internal and external freelance writers.
- Edited raw copy, cut it to fit and proofed all articles.
- Managed a team of five, conducting regular one-to-ones and appraisals.
- Generated schedule ideas for the magazine.
- Ensured that we met the financial targets and managed a budget.

March 2005 – Jan 2008 | Assistant Editor, Which? Computing

On being promoted from Senior Researcher, I:

- Was acting editor while the editor was on maternity leave.
- Edited group tests and features .
- Edited the 16-page supplement that accompanied each issue.

Apr 2002 – Mar 2005 | Senior Researcher, Which? Computing

In this role, I:

- Turned lab-based data into engaging articles and reports.
- Edited and wrote news and features.

January 2001- Mar 2002 | Freelance writer and editor

Various inc. The Guardian (tech), FT Business magazines, Sunday Times (tech), PC Pro

Aug-Dec 2000 | Connect! Future Publishing

I was headhunted for Connect! For financial reasons, Future couldn't launch it.

Sept 1995 – Dec 2000 | News and features editor, PC Pro

I wrote and edited the news section (12pp) and commissioned features. In addition, I managed a staff writer. Plus, I represented the magazine at conferences and on TV and was shortlisted as an editorial employee of the year.

References available on request

EDUCATION (CTD)

O Level:

English (B)

GCSEs:

English-Lit (A),
History (A),
Communications (B),
Biology (B), French
(B), Math (C), Physics
(C) Art (D)

CPCAB Level 4

Certificate in Person-Centred Counselling

2017-2020 (part-
time)

Varndean College,
Brighton

MSc Creative Writing for Therapeutic Purposes

Metanoia Institute
2013-2015 (part-
time)

NCFE Level 3 Certificate in Counselling Skills and Theory

Varndean College,
Brighton (2011)

CPCAB Level 2 Certificate in Introduction to Counselling Skills

Varndean College,
Brighton (2010)

NCFE Level 2 Award in Helping Skills

Varndean College,
Brighton (2010)