



Sarah Kidner

Communications Leader | Brand Strategy | Editorial Expertise

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PROFILE

Senior communications and brand leader with 30+ years' experience across the charity, publishing, and commercial sectors. Expertise spanning strategic communications, brand development, editorial leadership, and audience engagement.

Recently led the strategic rebrand and communications activation for a newly merged national charity, building a high-performing in-house team and delivering measurable growth in awareness and engagement.

Trusted communications leader combining strategic brand thinking with deep editorial expertise.

CORE EXPERTISE

Brand strategy • Communications leadership • Content strategy • Editorial direction • Team leadership
Stakeholder engagement • Campaign development • Tone of voice • Copywriting • Digital content
SEO content • Partnership working • Budget management • Project leadership

PROFESSIONAL EXPERIENCE

Fight for Sight — Head of Communications & External Affairs (ELT member) Feb 2023 – Mar 2026

Joined following the merger with Vision Foundation to lead strategic communications, brand development, and external affairs during a major period of organisational transformation.

Selected achievements

- Led strategic rebrand, including visual identity, tone of voice, and brand narrative
- Increased brand buzz from 3% to 8%
- Increased prompted awareness among high-proximity audiences by 10% year-on-year
- Improved return on advertising spend for brand acquisition campaigns
- Commissioned brand films generating 222,000+ views
- Built and led an in-house communications team
- Managed agency procurement for paid media and digital activity
- Supported flagship event delivery, including VisAbility 2025
- Worked alongside digital consultants to merge and relaunch the organisation's website
- Contributed at the Executive Leadership Team level on organisational strategy and reputation management
- Completed the London Marathon for the charity, raising £2,000+

Writer, Editor & Content Strategist (Freelance) | Jan 2022 – Feb 2023

Provided strategic content, editorial, and communications support for charity, agency, and commercial clients.

AbilityNet — Marketing Manager | Jun 2019 – Jan 2022

Led marketing and communications activity supporting the organisation's digital inclusion and accessibility work.

Key contributions

- Developed and implemented quarterly communications plans
- Produced SEO-led blogs, thought leadership, white papers, and marketing assets
- Promoted the impact of 350+ volunteers
- Organised and promoted webinars and campaigns

British Heart Foundation, Head of Content, Healthcare Innovation | Jul 2015 – Jun 2019

Led strategic review and transformation of healthcare content operations.

Selected achievements

- Shifted healthcare communications emphasis from print to digital
- Delivered annual cost avoidance of £300k through warehouse procurement
- Restructured and led a 15-person content team

- Oversaw strategic review of healthcare website content
- Operated as an active member of the senior leadership team

Editor, Heart Matters | Sept 2012 – Jul 2015

Led editorial direction for the charity's flagship magazine and digital content.

Highlights

- Won CorpComms awards in consecutive years
- Led implementation of updated brand values and visual identity
- Oversaw CMS migration and SEO-focused content restructuring
- Managed editorial budget and commissioning

Which? Editor, Which? Computing | Jan 2008 – Sept 2012

Managed editorial planning, commissioning, budget oversight, and team leadership for a market-leading consumer technology title.

Achievements

- Grew readership to the largest in its sector
- Increased year-on-year revenue by 8%
- Improved retention by 7.2%
- Achieved Plain English Crystal Mark
- Twice shortlisted for Editor of the Year by the British Society of Magazine Editors (BSME)

Earlier roles at Which?

Assistant Editor | Senior Researcher

Earlier Career

Freelance writer and editor for publications including:

- The Guardian
- Financial Times
- The Sunday Times
- PC Pro

Also served as News writer and then News & Features Editor at PC Pro (1995-2000)

EDUCATION & PROFESSIONAL DEVELOPMENT

BA (Hons) History with Media Studies (2:1)

University of Exeter

MSc Creative Writing for Therapeutic Purposes

Metanoia Institute

CPCAB Level 4 Certificate in Person-Centred Counselling

Varndean College

Additional counselling qualifications available on request.

REFERENCES: Available on request.