Sarah Kidner

Strategic Communications, External Affairs & Transformation Leader

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Strategic communications and external affairs leader with **extensive experience shaping organisational change**, strengthening reputation and supporting growth. I've led teams of up to 15 people and have extensive line management experience. Executive Leadership Team member with a proven track record of delivering complex transformation, including major charity mergers, brand integration and digital change.

Trusted adviser to CEOs and Boards, recognised for building high-performing teams, simplifying complex issues and combining strategic insight with commercial judgement to deliver measurable organisational impact.

CORE EXPERTISE

Team leadership and relationship management: Team management • Developing high performing teams • Matrix working and cross-team working.
Strategic Communications: External Affairs • Brand Strategy • Organisational Change • Reputation Management
Leadership & Influence: Stakeholder Engagement • Executive Communications • Team Leadership • Board & Executive Advisory
Communications and Engagement: Media Relations • Campaign Development • Digital Communications • Agency Management • Budget Management

CAREER HIGHLIGHTS

- **Led communications and brand** integration following the merger of Fight for Sight and Vision Foundation, including developing an internal communications implementation plan.
- Researched and wrote **search optimised content** for the newly launched Pet Insurance company Napo and for Wayve (autonomous vehicles) and for ClearTalentsOnDemand. I worked with the digital lead at Fight for Sight and our agency to optimise eye health content for the website – a key value exchange piece for the charity.
- Advised CEOs and Executive Leadership Teams through major organisational transformation.
- Increased brand buzz from **3% to 8%** and awareness among high-priority audiences by **10 percentage points**.
- Delivered major brand, website and digital transformation programmes.
- Generated **£300k annual cost avoidance** through content transformation and procurement efficiencies.
- Twice shortlisted for **BSME Editor of the Year** and recipient of two **CorpComms Awards**.

EMPLOYMENT HISTORY

I am seeking employment after redundancy and am currently working as a freelance writer.

Fight for Sight: Head of Communications & External Affairs | Executive Leadership Team

Feb 2023 – Mar 2026

Appointed following the merger of Fight for Sight and Vision Foundation to lead communications, brand and external affairs through a significant period of transformation. Member of the Executive Leadership Team, advising on reputation, stakeholder engagement and strategy while building a newly integrated communications function.

Key achievements include:

- Led the development and launch of a new organisational brand following the merger of Fight for Sight and Vision Foundation, establishing a single identity, tone of voice and brand narrative.
- Led the creative and marketing strategy for the charity's first fully integrated fundraising campaign, working closely with the Director of Fundraising. Oversaw the Christmas appeal's creative, door-drop, landing page, paid and organic social media, contributing to an appeal that exceeded its £40,000 target.
- Developed branding for new giving circles and print assets for corporate fundraising, working with the Fundraising team to support donor engagement and stewardship.
- Led the allocation of a £200,000 post-rebrand marketing budget, consulting across directorates to align investment with organisational priorities.
- Increased brand awareness from 3% to 8%, with a 10-percentage-point increase among priority audiences.
- Improved return on advertising spend (ROAS) for brand acquisition campaigns.
- Commissioned brand films generating more than 222,000 views.

- Advised on organisational strategy, reputation and stakeholder engagement as a member of the Executive Leadership Team.

Writer, Editor & Communications Consultant (Freelance) | Jan 2022 – Feb 2023
Provided strategic communications, content, and brand support to charity, agency, and commercial clients.

AbilityNet — Marketing Manager | Jun 2019 – Jan 2022

Led marketing and communications supporting AbilityNet's digital inclusion and accessibility mission. Key achievements include:

- Developed integrated marketing and communications campaigns.
- Raised the profile of digital accessibility through campaigns and thought leadership.
- Promoted the impact of a 350+ volunteer network.
- Received a staff values award for collaboration and partnership working.

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

Led the transformation of healthcare content and patient information services, driving a strategic shift from print to digital. Senior management team member responsible for a £6m budget, a 15-person team, and a portfolio of patient-facing content and services. **Key achievements include:**

- Established and led a new Healthcare Innovation Content Team to support organisational priorities.
- Led a strategic review of healthcare content, streamlining print and accelerating digital transformation.
- Delivered £300k in annual cost avoidance by procuring a new warehouse and distribution partner.
- Developed innovative digital products with strategic partners to improve patient pathways.
- Led and developed a 15-person team, including six senior managers.
- Influenced organisational strategy as a member of the senior management team.

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

Led editorial strategy for the British Heart Foundation's flagship membership publication and digital content platforms, driving audience engagement across print and digital channels.

- Led the editorial strategy for Heart Matters, a key supporter stewardship publication. CRM data showed members were four times more responsive to fundraising appeals than non-members.

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

Led editorial strategy, commercial performance and team leadership for a market-leading consumer technology publication. Key achievements include:

- Grew readership to become the UK's largest title in its sector
- Increased annual revenue by 8% and subscriber retention by 7.2%
- Achieved the Plain English Crystal Mark
- Twice shortlisted for BSME Editor of the Year

Earlier Career

Progressed through editorial roles at Which?, including Assistant Editor and Senior Researcher. Earlier freelance work included writing and editing for The Guardian, Financial Times and The Sunday Times, following five years at PC Pro, where I progressed from Staff Writer to News & Features Editor.

Education & Professional Development

BA (Hons) History & Media Studies (2:1)
College of St Mark & St John, Plymouth