

Ashley Giles

NGO advocacy and communications professional with experience in the global health sector

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Experience

Senior Strategic Engagement Adviser, International Pandemic Preparedness Secretariat

LONDON, U.K. (WELLCOME TRUST) · NOVEMBER 2024 – PRESENT

- Drive strategic communications and advocacy for the 100 Days Mission
- Translate complex scientific information into compelling narratives for diverse audiences
- Manage stakeholder relationships across the pandemic preparedness ecosystem
- Devise content strategies for IPPS digital channels
- Convene the 100 Days Mission Communicators group
- Develop impactful messaging and amplify IPPS outputs across various platforms

The 100 Days Mission aims to make safe, effective diagnostics, therapeutics and vaccines available within 100 days of a pandemic threat being identified.

External Relations Manager – SMC, Malaria Consortium

LONDON, U.K. · NOVEMBER 2021 – NOVEMBER 2024

- Led global strategic communications and advocacy for Malaria Consortium's seasonal malaria chemoprevention (SMC) programme
- Developed and operationalised a communications and advocacy strategy for the SMC programme, prioritising high-level stakeholders including WHO and Gates
- Produced written digital and print publications to promote work
- Acted as the secretariat of the SMC Alliance's Advocacy and Communications Subgroup
- Led the production and launch of the SMC Alliance's report to mark 10 years of seasonal malaria chemoprevention
- Coordinated the collation of communications materials across 7 countries, including field visits to programme activities and managing external photographers and filmmakers

Senior Communications Officer, Malaria Consortium

LONDON, U.K. · SEPTEMBER 2018 – NOVEMBER 2021

- Led online content strategy and creation, including the writing and editing of news, blogs, publications and press releases
- Oversaw the Malaria Consortium blog and editorial calendar
- Oversaw and administered fundraising systems and fundraiser outreach
- Supported organisational advocacy activities, including attending partner meetings and producing written briefings for senior management
- Led the rollout of two new external newsletters and one internal newsletter
- Led GDPR readiness activities for external data-keeping
- Travelled regularly to field offices to document activities and cascade skills to country teams

Communications Officer, Malaria Consortium

LONDON, U.K. · SEPTEMBER 2017 – SEPTEMBER 2018

- Managed the website and CMS
- Oversaw website design in cooperation with an external developer
- Planned and scheduled social media

Communications Intern, Temwa

BRISTOL, U.K. · APRIL 2017 – SEPTEMBER 2017

- Wrote and distributed news and press releases
- Produced compelling fundraising copy for online and print
- Maintained and developed the website using WordPress
- Oversaw social media channels

Skills & Tools

CMS

WordPress, Drupal, Ghost

NEWSLETTER & EMAIL

Mailchimp, Substack, Kit

DESIGN

Adobe Express, Canva, Figma (wireframing)

ANALYTICS

Google Analytics, Hotjar

Education

MSc, International Development and Security

UNIVERSITY OF BRISTOL, U.K. · 2016 – 2017

BSc (Hons), International Relations and Politics

UNIVERSITY OF PLYMOUTH, U.K. · 2012 – 2015

First Class Honours

Voluntary positions

Organiser, Britain Stronger In Europe & Labour In for Europe

JANUARY 2016 – JUNE 2016

Communications Volunteer, Progressio UK, DOMCCP & ICS

MUTARE, ZIMBABWE · SEP – DEC 2015

Three-month placement in Mutare as part of the UK Government's International Citizen Service – weekly blog writing, photography and time-sensitive communications support.

Interests

- Politics, human rights, global health, emerging tech, writing, good coffee
- Communicating around the idea of Ashley being a unisex name in the U.K.
- A historically disappointed, though recently encouraged, supporter of Liverpool Football Club
- Writing in my own time on a Substack newsletter about people, place, coffee and culture

References

Available on request.