

Anna Morris

Growing up in Keighley as a reader, walker and fell runner, from a young age I have felt an affinity with the Brontë sisters. Reading their novels as a child, I felt I understood their pull between the romantic and gothic, with the moors and landscape serving as the perfect backdrop for this tension. At University I studied English Literature and History, which allowed me to dive into the links between the two more deeply, and I studied the novels of the Brontë's as a historical focus for 19th Century life.

I feel I would add value as a Director as firstly I have a strong background in fundraising and bid writing. In a previous role working in fundraising and community engagement for the Catholic Children's Society, I oversaw our Crisis Fund, for example, through researching and implementing new funding streams to broaden and create greater access to the fund. This work would be directly transferable to fundraising and grant writing in this role.

Additionally, I have experience in community engagement and stakeholder management, both previous and current. During my work at CCS I was responsible for improving our services and outreach through public engagement, for example, through engagement sessions I quickly identified the need for engagement sessions in non-religious settings, which, after implementation, saw our applications from non-Catholic families to our Crisis Fund rise by 10% in two months. In my current role, I organize public engagement for Parliamentary select committees. This has honed my skills in stakeholder management, communicating effectively with politicians and the public alike, and improved my skills of communicating with different people across the country with different views, needs and ages. My employment background would be beneficial to the committee as I am well versed in public engagement and am skilled in analyzing trends and feedback to improve efficiency and services.

Lastly, I am equipped in marketing and communications. In a previous role in events and communications for the Public Law Project, I have effectively created and implemented comprehensive marketing strategies for PLP's events, which attracted several hundred people per event, and both internal and external communication strategies, including social media work.