

**Emily Pitts**  
**BA(hons), Dip.RSA, FHEA**

## **Profile**

Experienced leader and social capital researcher with a background in organisational development, marketing and communications and community building. Currently completing my PhD with Sheffield Business School, I am a Fellow of the HEA and Marketing Director of the International Social Capital Association. I have a proven track record of achieving results through excellent organisation, workload management and IT skills, demonstrating my flexibility to work collaboratively in solving complex organisational problems. My diverse portfolio of experience exemplifies my skills, which include: managing online teams, developing and managing projects, designing and conducting research, teaching up to masters level, report writing, event management, online community development, stakeholder management and human resource management.

## **Key Skills**

**Organisation:** Management of extensive and varied workload including: secretarial tasks, managing quality assurance processes, developing strategic plans, onboarding staff, creating HR systems, processes & paperwork, teaching, assessing & moderating, managing teams.

**ICT:** A high standard of IT skills: Excellent working knowledge of Trello, G-Suite, MS Office, MaxQDA. At UCO, I designed a bespoke MI database to track and measure inputs vs outputs.

**Project Delivery:** Planning and delivery of multiple projects: commitment to achieving excellence through attention to detail and lean processes, tracking progress and iterative improvement. Using advanced IT skills to plan, track and monitor outcomes.

**Problem-solving:** I have used my wide-ranging creative and technical skills, gained through a degree in architecture and working freelance, to creatively solve customer problems.

**Marketing:** Experience of managing campaigns at Womenclimb and ISCA across the marketing cycle, including lead generation, designing and running social media campaigns, blog writing and organic SEO, email marketing, video production and copywriting. I managed a team responsible for identifying target segments and creating campaigns focussed on increasing brand awareness, loyalty and sales.

**Community Building:** Within higher education, outdoor sport and non-profit spheres I have established and developed teams and communities of interest. Womenclimb, in particular, became the UK's largest women's rock climbing community under my leadership.

## **Key Professional Achievements:**

- Founding Director - International Social Capital Association
- Creating the largest women's rock climbing community in the UK: Womenclimb
- Receiving an Inspirational Teaching Award: Sheffield Hallam University
- Achieving 98% NSS student satisfaction rate: UCO
- Building a 5\* rated professional service: UCO

## Work History

**Marketing Director** **ISCA** **2021 - now**

In this non-executive role, I focus on the areas of Marketing and HR, using data and providing analysis to support board decision-making and organisational development. I have been instrumental in the development of our organisation since incorporation, building systems and processes to launch membership, recruit volunteers and provide benefits to members.

**Consultant** **Freelance** **2010 – now**

Working across digital creative, cultural, education and sports sectors with a range of partners to deliver discrete projects including: marketing & data management with Cartwheel Arts, event management with Changing Gear, community engagement with Groundwork Oldham, arts in the garden with Bluecoat Arts Centre Liverpool, specialist SEND engagement with Oakwood Academy and Elmridge School.

**Associate Lecturer: School of Business** **Sheffield Hallam University** **2020 – 2022**

In this role, I was responsible for module administration, design, teaching delivery, monitoring, moderation and evaluation of subjects including Digital Marketing, Tourism Marketing, Leadership, Professional Skills and Academic Skills, up to level 7 (masters). I managed and organised the module Blackboard sites, data collection & taught both online and face-to-face.

**Founder & CEO** **Womenclimb** **2013 – 2020**

As Founder and CEO I built a women's rock climbing membership organisation, which grew to be the largest women's climbing community in the UK. Our online website provided resources and our meetups provided the environment for women to connect and thrive.

**HE Career & Employability Officer** **University Campus Oldham** **2016 – 2020**

This lead role involved designing & delivering subject-specific course content, delivering one-to-one coaching and planning & establishing institution-wide strategies including widening participation, embedded employability and Access & Participation plans. Key features:

- Delivering activities aligned with Gatsby benchmarks to improve graduate outcomes
- Developing industry links to enhance student experience
- Development of data collection & management information processes
- Initiating evidence-based targeted interventions
- Tech-led teaching: including Zoom, video, Moodle, blended, Facebook

**Career Adviser** **Positive Steps** **2012 – 2018**

- Payment-by-results project management
- Strategic & operational resource planning
- Management of a complex caseload of young people aged 13-19
- Secondary and FE settings delivering one to one and group activities

**NVQ Assessor** **CTC Training** **2010 – 2012**

This role involved assessing learner competence in the workplace using industry techniques up to L6, in the areas of Customer Service, Business Administration and Advice & Guidance.

**Personal Adviser** **Connexions** **2001 – 2006**

- Supporting hard-to-help and vulnerable young people into employment and training
- Acting as the key point of contact for multi-agency interventions
- Working with families to initiate and sustain behaviour change

## Conferences & Talks

Research Colloquium Girona To lead or to leave? The influence of social structures on mountaineering leadership	2022
Atra Conference Cultural Socialisation: The activation of social capital in mountaineering leadership	2021
BUIRA: Gender in Business Schools Climbing Up: Gender, Social Capital & Governance in Mountaineering Leadership	2021
British Mountaineering Council: Clubs Event Women in the Outdoors: How clubs can support women better	2021
UCLAN Conference Enabling students to succeed through integrated & embedded skills provision	2019
Sheffield Adventure Film Festival Women in Adventure: Pushing through Discomfort	2019

## Other Positions

Guest Reviewer	Manchester School of Architecture	2021
President	Karabiner Mountaineering Club	2018-2020
Chair	British Mountaineering Council (BMC): North West Area	2017-2020
Member	BMC: Training & Youth Committee	2016-2019
Member	BMC: Women's Development Group	2016-2017

## Education & Training

PhD: in progress	Sheffield Hallam University	2023
FHEA	Advance HE	2018
NVQ 6 Career Guidance & Development	OCR	2011
PTLLS	EDI	2011
A1 Assessor	OCR	2010
BA(hons) Architecture 2:1	Manchester School of Architecture	2008
NVQ 4 Advice & Guidance	Intrain	2003
A levels: 2 x B, 2 x C	Stratford on Avon Grammar School	1997
GCSE: 7 x A, 2 x B, 1 x C	Kineton High School	1995

## Interests

Rock climbing, mountaineering, baking and painting are some of my varied interests, however currently my focus is on renovating a 19th century quarryman's cottage in north Wales. In my spare time I can mostly be found mixing and applying lime mortar, laying damp membranes or plumbing bathroom pipework! The physical nature of this work combines well with my more desk-based day-to-day work, while the problem-solving aspects keep my brain suitably active.