

People



IoIC
Awards
2024



Best Internal Communications Newcomer

Lucy Amers, Bellway

Lucy Amers joined national housebuilder Bellway in September 2022 as part of its graduate scheme – one of only 30 out of 1,500 applicants to be taken on.

As a PR and Communications Graduate, she works in the communications team alongside Group Head of Communications Paul Lawler and has quickly become a trusted and relied-upon colleague, thanks to her commitment to her work and her instinctive understanding of the purpose and methods of internal communications.

Through her work she has significantly increased efficiency, helped improve employee perceptions of company communications and devised creative and innovative ways to reach staff with important messages.

She had a crucial role last year in the development, planning and content creation for Bellway's new Pathway app, which allows staff to find out everything they need to know about working for the company. Lucy's determination and passion for internal communications was key to the project's success.

Laura Edgerton, Goodbody

Laura Edgerton is a long-time marketer who transitioned her career into internal communications in 2023. She took on the role of Head of Internal Communications and Employer Branding at Goodbody, a financial services firm. This new role was created at the firm because of a multi-year acquisition that had negatively impacted the firm's culture, paired with new mandates from The Central Bank of Ireland, requiring monitoring of culture and employee engagement from a risk perspective. Prior to this new role, the company had no formal internal communications programme and no channel other than email. By year end, Laura had built a robust internal communications programme with two high-performing internal newsletters, a brand-new intranet / social networking site with engagement far exceeding industry averages, improved scores in 30 of 38 employee engagement questions, won two awards at the Business Culture Awards and was nominated for an Employee Experience Award in Ireland.

Connie Howley, PPF

In January 2023, the PPF communications team was going through a refresh, which included a recruitment drive to support the new direction we were taking Internal Communications that would support the rollout of the new intranet. We were hiring for an Internal Communications Content Editor, which was an opportunity not to be missed for any internal communicator early in their career.



Having made a fantastic impression during the interview, Connie joined the team, marking a career change into Internal Communications, having come from a fully remote content author role, and a secondary school teacher prior to this. Internal Communications was completely new to her. What follows in this award entry is a story of passion, drive and extreme proactivity that Connie has demonstrated when taking on a huge piece of internal work, in such early stages of her internal communications career.

Rachel Moran, Govia Thameslink Railway

Rachel Moran has earned a reputation as a high-performing, popular and reliable member of the teams she's worked in since she started her Internal Comms career just under three years ago.

Comfortable drafting words for executive members and volunteering for frontline shifts, Rachel's attention to detail, positive nature and excellent content creation skills have helped improve our team and company engagement scores since she started working with us in December 2022.

She's had a real and tangible benefit on the company's objectives by driving up responses to engagement surveys with her detailed communications plans, and by creating meaningful storytelling for sustainability, reward and recognition, and wellbeing.

At just 25 years old, Rachel has the chance of forging a career at the top of the communications industry. For someone so young, she has a dedicated desire to improve and a real passion for representing her team in the right way.



Internal Communication Manager of the Year

Mary-Ellen Donaghy, Queen's University Belfast

Dr Mary-Ellen Donaghy has demonstrated exceptional commitment to internal communications best practice, building a sense of community and driving staff engagement at Queen's University Belfast through great storytelling and events. A trusted advisor, she has delivered outstanding crisis mitigation internal communications and campaigns across multiple fronts, while also delivering excellence in a range of proactive campaigns and communications in support of strategic and operational objectives. This included leading the development and co-production of an internal documentary in partnership with an Emmy-nominated documentary production company. With a doctoral research background, Mary-Ellen has designed and led the implementation of a robust and advanced internal communications measurement strategy and an impactful approach to reporting that has significantly raised the profile of her function internally within the University.

Nick Soulsby, Cooper Parry

In 2023, backed by Private Equity, Cooper Parry embarked on a programme of M&A. Recognising the need for Internal Communications during a period of intense change, Nick Soulsby was hired as Head of Internal Communications to establish the function and build out Cooper Parry's internal communications capability.

There was no existing IC function: Nick had himself and less than £10,000 to lean on to establish a comprehensive comms approach and help take two firms through M&A.

Balancing ambition to deliver best-in-class comms with realism about what one person could achieve, Nick was laser focused on delivering impact and value. He balanced reporting to the Exec with rolling up his sleeves and doing everything himself. At the end of the year, he'd created a thriving communications ecosystem, won funding to expand his toolkit and team and delivered IC for M&A that has had an outstandingly positive impact.



Internal Communication Leader of the Year

Alli Cary, Voyage Care

Alli Cary, Head of Internal Communications at Voyage Care, a leading provider of specialist care and support, has been instrumental in building and leading a high-performing, award-winning internal communications team, who are now returning the favour by entering Alli in this category without her knowledge.

Under Alli's leadership, the small but highly effective team has grown in size and stature, delivering exceptional work that supports the organisation's strategic objectives. Her strategic vision, people-management skills, and unwavering commitment to professional development have fostered a positive team culture and a continuous cycle of improvement. Her guidance and expertise have been invaluable during critical projects, including the launch of the first formal employee value proposition and navigating leadership changes.

Alli's personable style, outstanding work ethic, and dedication to the IC profession make her an asset to the team and the wider organisation, inspiring and empowering her team to thrive and deliver outstanding results.