

CLAIRE ROPER

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Kiwibank New Zealander
of the Year Awards
Ngā Tohu Pou Kōhure
o Aotearoa

Programme & Project Lead | Strategic Communications & Engagement

Specialist in communications and project delivery with experience leading cross-functional initiatives that drive engagement and support organisational growth. Skilled in structured project management, stakeholder relationships, and aligning programmes with strategic priorities to deliver measurable impact.

Communications Specialist

Kapiti Coast District Council | 2025 - present

- Planned, managed, and delivered content and messaging projects across multiple channels, ensuring alignment with strategic objectives.
- Applied project management principles to oversee end-to-end delivery, meeting deadlines and maintaining high-quality standards across all communications.
- Crafted tailored communications for diverse audiences, including business leaders, council members, Executive Director (ED) teams, and the EDKB.
- Enhanced digital content through customer insights, employee and customer feedback, and website performance analysis.
- Collaborated with stakeholders at all levels - from board members and executives to employees and business owners - to gather input, build consensus, and maintain engagement.
- Developed and managed content calendars, campaigns, and messaging frameworks to ensure consistent voice and brand representation.
- Developed and drafted a comprehensive communications strategy, outlining objectives, key messages, target audiences, and delivery channels to align with organisational goals.

Principal Communications Advisor

Porirua City Council | 2019 - 2025

REPORTS: Digital Coordinator | External contractors

MENTOR: Social Media Coordinator | Pataka Art Museum & Te Rauparaha Arena

- Led an integrated marketing and communications programme aligned with organisational strategy, managing budgets to maximise ROI and building strong cross-functional relationships.
- Provided digital leadership across social media, content, and campaigns, overseeing websites, digital ads, and events while adapting to shifting priorities and contributing flexibly to team delivery.
- Promoted continuous improvement through resource planning and future readiness initiatives.
- Experienced in digital strategy, social media, and video storytelling, with a focus on inclusive content and authentic cultural representation, working closely with Māori and Pacific teams.
- Collaborated with the Marketing Manager on major events, including Love Local, ChoctoberFest, Welly on a Plate, Matariki, the Summer Concert Series, and Waitangi Day.
- Skilled in brand and communications management, coaching and mentoring teams, and developing customer-centric, data-driven strategies.
- Developed social media protocols to foster safe, respectful, and engaged online communities.



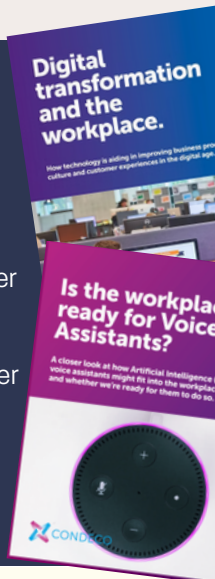
- Project & Programme Management
- Digital strategy & solutions
- Thought leadership Programmes
- Podcasts and television
- Digital content & Social Media
- Web design and management
- Workshops and public speaking

Driving Business Innovation: Leveraging AI Through End-to-End Project Management

Managed the full project lifecycle for a strategic initiative focused on helping businesses leverage AI to streamline operations, improve efficiency, and foster a culture of innovation.

Combined a passion for technology with structured project management to deliver practical resources that support organisations in navigating change.

[Read the ebook](#) →



Shaping Social Strategy for Virgin Trains

Project-managed the development of a social media strategy within a major digital transformation initiative. Scoped, planned, and facilitated cross-functional workshops to align marketing, customer service, and digital teams.

Delivered a refined tone of voice, improved escalation processes, and a structured content roadmap, ensuring consistency and alignment with organisational objectives.



Led the Ōtaki Market Team to win the 2024 Workplace Culture - Best Team Under 10.

Finalist, Sustainable Business Awards for Transformational Leadership.



Recognised for innovation, community impact, and sustainable practices. Led initiatives that fostered youth entrepreneurship, strengthened community engagement, and embedded sustainable operations — showcasing how a local market can drive meaningful change and inspire the next generation of business leaders.

End-to-End Delivery: Annual Global Workplace Report

Project-managed the development of a global research report, **coordinating input from 760 workplace leaders**. Oversaw research design, content creation, and delivery, producing insights on future-of-work trends and organisational readiness that strengthened Condec's market positioning.

[Read the Research Paper](#) →



Partnered with BBC presenter Penny Haslam on the Women in Technology campaign to boost visibility and engagement.

Marketing Manager (Voluntary)

Ōtaki Market | 2022 - Present

- Led the Ōtaki Market's marketing and engagement strategy, transforming it from a struggling local market into a thriving, award-winning community hub.
- Digitally transformed the market's operations, moving from a paper-based system to a fully digital experience—introducing a new website, a vibrant social media presence, and an integrated online booking system.
- Championed the development of the Ōtaki Kids Market, a standout success that has received national recognition for empowering young entrepreneurs.
- Rebuilt the Ōtaki Market brand by honouring its heritage while delivering a refreshed, contemporary identity that resonates with today's community.



Global Head of Content

Condeco Software | 2017 - 2019

REPORTS: Marketing Co-Ordinator | Marketing Intern | Content Team

- Developed and led a robust global digital content strategy to drive engagement, elevate brand presence, supporting commercial objectives.
- Delivered social media training to global teams across Paris, Munich, New York, and Dublin.
- Managed a global blogging programme featuring internal talent and influencers to enhance storytelling and thought leadership.
- Created a comprehensive content matrix, forming the foundation of a centralised Digital Content Hub to ensure consistency across markets.
- Enhanced digital content through customer insights, employee and customer feedback, and website performance analysis.
- Maintained governance across all digital platforms, establishing best practices for content creation, distribution, and repurposing.
- Implemented internal digital asset distribution strategies to boost employee engagement and ensure brand consistency.
- Collaborated with video production and creative teams to produce diverse content including eBooks, blogs, infographics, whitepapers, and case studies.
- Monitored and analysed performance metrics to track ROI and inform continuous optimisation.
- Identified new commercial opportunities and adapted content strategies to meet evolving business needs.
- Built and managed partnerships across affiliate networks, distribution channels, and PR agencies.
- Led high-profile projects such as the Modern Workplace 2019/20 Research Report and the Technical Hub video series.
- Worked strategically with the Global Events Director to deliver tailored content for international events.
- Ensured all digital content met accessibility standards and was fully optimised for search engines.
- Managed a network of freelance writers, journalists, and researchers to scale content production while maintaining high quality.

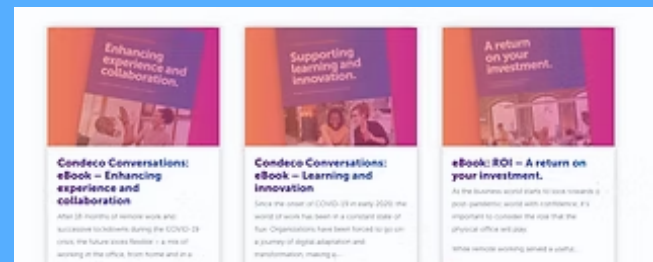
Strengthening Cultural Connections: Māori and Pacific Engagement Across Digital Platforms

Built strong relationships with Māori and Pacific teams, delivering Māori website translations and embedding culturally responsive strategies across digital platforms.

- [Hāpori Māori webpage](#)
- [Ola Kamataga: Beginning of Life webpage](#)
- Pacific Language Weeks on social media

Global Digital Content Hub: Project Management & Strategy

Project-managed the creation of a digital resource hub, providing customers with a central platform to access and engage with global content. Oversaw content audit and mapping, managed end-to-end production, and ensured strategic alignment across international markets.



Transforming Social Engagement into Salesforce Leads

Developed a solution that connected Facebook Business pages with Salesforce via Pagemodo, turning social interactions into qualified leads. Demonstrating how social engagement could be transformed into actionable sales insights.



Global LinkedIn Workshop Programme



Led the design and delivery of a global LinkedIn Workshop programme, managing all aspects from planning and content development to execution across multiple regions.

This equipped participants with practical skills to optimize their LinkedIn presence, enhance professional engagement, and strengthen brand visibility.

CEO as a Digital Influencer



Designed an organic social media campaign that positioned the CEO as the face of innovation. This approach turned leadership into influence, driving engagement, showcasing product value, and sparking wider conversations on digital collaboration.



Key member of the delivery team, driving execution and ensuring campaign success.



London Live TV Series – Managed and delivered a featured segment on the popular London Live programme.

Between 1999 - 2017

- UK & Ireland Digital & Social Media Manager | DXC
- Social Media Manager | Solx Consulting
- Digital Market Executive | Jefferson Wells
- Digital Marketing & Events Executive | MiNC Property Enterprises
- Events Coordinator | Jones Lang LaSalle
- Office Manager | Plumbing, Gasfitting and Drainlaying ITO
- Sales Assistant | Locus
- Team Assistant | Ovid Technologies
- Sales Assistant | Pollack Partners
- Window Dresser | Dowests Clothing
- Receptionist | P&O Maritime

Building Influence: A Project Management Approach to Thought Leadership

SoLX Consulting – Planned, developed, and managed a tailored blogging platform for the Salesforce.com audience. Directed the project lifecycle from strategy through delivery, positioning the brand as a thought leader and driving targeted industry engagement.

DXC Technology – Managed the UK blogging platform as a structured content initiative. Designed and delivered employee workshops to increase participation, implemented processes to streamline content contribution, and managed stakeholder alignment across business units.

WorkTech Academy – Partnered on the delivery of a content strategy project, contributing curated articles and ensuring alignment with broader workplace innovation objectives. Supported cross-functional collaboration to integrate thought leadership into wider programme goals.

Condeco Software – Led the creation and management of a global blog platform. Coordinated content development workflows, managed stakeholder expectations, and delivered articles to engage audiences in workspace and workplace innovation.

From Concept to Launch: Managing the Podcast Project

Co-host of a startup podcast that brings together women from diverse backgrounds to candidly explore the trials, triumphs, and humour of navigating life as a modern warrior woman. Poology Podcast celebrates real stories, unfiltered conversations, and the power of connection across different cultures, shapes, sizes, and experiences.

poologyPODCAST

Draft to Download: Managing the eBook Project

Planned, produced, and delivered eBooks from concept to publication, managing content workflows, design, and stakeholder input to create polished digital resources that engage target audiences.



Speaking | Opportunities



Brightstar "Communicating with Diverse Communities"



LGNZ Webinar co-host "How to build your channels and navigate social media"



Social Media for Government NZ Summit "How to adjust comms to deliver content"



ConfereNZ: "How to engage the under 25's on social media in the Public Sector"



Pacific Business Trust "Digital Marketing for Business Growth in Post Covid-19"



Workshop 2022: "Running communication campaigns on a shoestring"

Awards | Nominations



2025 Finalist
Sustainable Business Network, Transformational leadership Ōtaki Kids Market.



2025 Nominated
for the New Zealand Leadership Awards 2025 Ōtaki Kids Market



2025 Recognised
on Kings Birthday Weekend for Community Work with the Kids market.



2025 Finalist:
Kapiti Coast District Council community awards.



2025 Medallist:
Honoured as a Local Hero Award in the New Zealander of the Year honours.



2025 Winner:
Child/Youth Development, Wellington Airport Regional Community Awards



2025 Finalist:
Electra Business Awards



Taituarā

2021 Nominated:
Transforming Delivery – Online database for the Love Local.



2023 Runner Up: Child/Youth Development, Wellington Airport Regional Community Awards



2021 Special Mention:
Innovation Award for the Interactive QR Code Walk at Porirua Cemetery.



2018 Silver Stevie Winner: Innovative Technology, key part of the marketing team.



2013 Shortlisted:
Innovative Campaign – Led the Salesforce "Chatter Challenge" campaign.



2013 Shortlisted:
Best Social Media Tool – Facebook and Salesforce lead generation integration.