

CLAIRE M ROPER

Community Partnerships | Stakeholder Engagement | Strategic Communications

Community engagement and communications leader with more than 15 years' experience building partnerships that create measurable social impact.

Recognised nationally for founding the award-winning Kids Market, empowering hundreds of young entrepreneurs through partnerships with local government, iwi, businesses, community organisations, volunteers and sponsors.

Experienced in leading community programmes, managing stakeholder relationships, delivering strategic communications, measuring impact, and building trusted partnerships that create shared value for communities and organisations.

- Community Partnerships & Relationship Management
- Stakeholder Engagement
- Community Investment & Social Impact
- Programme & Project Leadership
- Strategic Communications
- Governance & Reporting
- Partnership Development
- Community Engagement
- Employee & Volunteer Engagement
- Sponsorship & Funding Relationships
- Te Ao Māori & Community Engagement
- Marketing & Brand Strategy
- Digital Transformation
- Data & Impact Measurement

Community Partnerships & Marketing Manager

Ōtaki Market & The Kids Market | 2022 - present

Lead the strategic development, partnerships and communications for one of New Zealand's most recognised youth entrepreneurship programmes.

- Founded and scaled the Kids Market into a nationally recognised youth entrepreneurship programme.
- Built partnerships with local government, iwi, schools, businesses, sponsors and community organisations.
- Expanded the programme across multiple regions throughout the Wellington region.
- Developed sponsorship and partnership opportunities that strengthened programme sustainability.
- Led community engagement initiatives involving hundreds of families and volunteers.
- Introduced digital systems transforming a paper-based organisation into a modern online operation.
- Developed measurement frameworks capturing participation, economic impact and sustainability outcomes.
- Managed communications, branding and storytelling that significantly increased public awareness and community participation.
- Supported over 600 young entrepreneurs to develop business, financial literacy and leadership skills.
- Embedded sustainability initiatives encouraging young entrepreneurs to reduce waste and reuse materials.
- Represented the organisation through media, speaking engagements and awards programmes.

Project and Programme Lead

Kapiti Coast District Council | 2026 - present

Support the coordinated planning and successful delivery of strategic programmes and projects across the Strategy and Growth Group. Key responsibilities include:

- Coordinating programme planning and governance across multiple business units.
- Supporting organisational prioritisation and resource planning.
- Leading stakeholder engagement across complex programmes.
- Developing project management frameworks and governance processes.
- Supporting strategic decision-making through reporting and programme insights.
- Delivering internal communications, education programmes and organisational change initiatives.

Medalist, New Zealander of the year 2025

Inspiring young entrepreneurs, and fostering a vibrant, inclusive community spirit through the Ōtaki Kids Market.



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



Finalist, Sustainable Business Awards for Transformational Leadership.



Led the Ōtaki Kids Market to be recognised for innovation, community impact, and sustainable practices. Led initiatives through the Ōtaki Kids Market that fostered youth entrepreneurship, strengthened community engagement, and embedded sustainable operations.

Poutoko Hapori / Community Award Kids Market



Award for recognising a leader contributing to the environment through my work with and in the community, including Māori settings.



Produced the award-winning "At the Heart of Our City: Strategic Framework for Children and Young People in Porirua" video, highlighting an evidence-based strategy recognised with the Tompkins Wake Award for Better Policy and Regulation.

2026 Inspirational Women Awards New Zealand Medalists



Inspirational Women NZ Medalist for founding The Kids Market, a youth enterprise programme empowering 600+ tamariki and rangatahi across the lower North Island through entrepreneurship, leadership, and life skills.

Communications Lead (Contract)

Kapiti Coast District Council | 2025 - 2026

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Principal Communications Advisor

Porirua City Council | 2019 - 2025

Provided strategic communications leadership supporting major organisational programmes and community initiatives. Key achievements:

- Led strategic communications for significant council projects and community programmes.
- Built trusted relationships with senior leaders, elected members, community organisations and external stakeholders.
- Delivered integrated communications across digital, media, events and community engagement.
- Strengthened relationships with Māori and Pacific communities through culturally responsive communications.
- Mentored communications professionals and led continuous improvement across the communications function.
- Developed governance processes and social media protocols that strengthened organisational reputation.

Global Head of Content & Communications

Condeco Software | 2017 - 2019

Led global communications and content strategy across multiple international markets. Achievements included:

- Developed global content strategy supporting business growth.
- Managed international stakeholder relationships across Europe and North America.
- Led cross-functional teams delivering major research publications and digital campaigns.
- Created governance frameworks ensuring consistency across global markets.
- Delivered international training programmes.
- Managed agency, freelancer and partner relationships.
- Used performance data to measure engagement and improve outcomes.

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

Transforming Social Engagement into Salesforce Leads

Developed a solution linking Facebook Business Pages to Salesforce via Pagemodo, converting social interactions into qualified leads and actionable sales insights.

UK Social Media Awards



Driving Business Innovation: AI-Enabled Project Framework

Developed an AI-focused eBook in collaboration with product and development teams, outlining practical frameworks for automation, smarter workflows, and innovation.

[Read the ebook](#) →



Global LinkedIn Workshop Programme



Led the design and delivery of a global LinkedIn workshop programme, managing planning, content development, and multi-region execution. Equipped participants with practical skills to optimise their profiles, boost engagement, and strengthen brand visibility.

End-to-End Delivery: Annual Global Workplace Report

Project-managed the development of a global research report, coordinating input from 760 workplace leaders.

[Read the Research Paper](#) →



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



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



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

Social Strategy Leadership for Virgin Trains

Project-managed the creation of a social media strategy for Virgin Trains, leading cross-functional workshops to align marketing, customer service, and digital teams during a major digital transformation.

