

Victoria Bowers, BA (Hons), MCIPR, PROSCI® Practitioner

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Profile

CIPR-qualified Communications Strategist and certified PROSCI Change Practitioner with a background spanning journalism, corporate communications, marketing and internal communications. I specialise in guiding organisations through complex change by blending analytical, data-driven planning with creative visual and written storytelling. Having led multi-site strategies, mentored teams of 30+ and driven audience growth across corporate, non-profit and higher education settings. I thrive in collaborative environments where effective communication directly shapes culture, deepens engagement and delivers measurable impact.

CAREER

Corporate Communications - Change Management: Jun 2025 – Present

- Led on change initiatives to strengthen alignment and drive adoption.
- Facilitated cross-functional workshops to strengthen collaboration, encourage feedback and continually improve the strategy.
- Tailored messaging to stakeholder groups for greater clarity surrounding changes and helped guide teams through the transition.
- Supported high-profile communications projects, including coordinating the UK portion of the new corporate video, ushering press during on-site VIP visits and attending a major UK exhibition, ensuring a high standard of company representation and delivery.

Estates Communications Contractor, University of Cambridge: Dec 2024 – Mar 2025

- Developed and delivered strategic internal communications across multiple channels to support organisational priorities, promote Estates programmes and projects and engage stakeholders within a complex, multidisciplinary environment.
- Partnered with senior leaders to plan and deliver initiatives, creating inclusive, accessible multimedia content that increased engagement, reinforced key messages and fostered a shared sense of purpose.
- Monitored communication effectiveness, analysed engagement data using insights to refine messaging, provide communications advice to colleagues and increase awareness and engagement.

Internal Communications, Royal Society for the Protection of Birds (RSPB):
May 2023 – Dec 2024

- Supported organisational transformation as a volunteer within the internal communications team of a national NGO, delivering targeted change communications for the Brand Programme while completing CIPR studies.
- Engaged stakeholders through tailored multimedia content and collaborated with project leads and senior leaders to coordinate communications, share key project updates and support effective change delivery across the organisation.
- Evaluated communication effectiveness using qualitative feedback and quantitative data to refine internal communications, improve message clarity and strengthen stakeholder engagement; also completed a two-week placement at a flagship nature reserve and contributed to the organisation's annual calendar competition over three consecutive years.

Digital Marketing Lead
Caring Together Charity
Jan - May 2024

- Implemented a new digital communications strategy and revised communications plan to support organisational objectives, raise awareness of services and strengthen stakeholder engagement.
- Collaborated with cross-functional teams to develop and deliver audience-focused multimedia campaigns, gathering case studies and creating compelling content through interviewing, photography, filming and editing while ensuring alignment with brand and strategic priorities.
- Monitored audience behaviour and evaluated campaign performance, using data-driven insights to refine communications

Researcher - Senior Media Editor, PR Newswire/Agility PR Solutions
Oct 2007 - April 2023

- Initiated and managed enhancement projects and media relations activities
- Managed the delivery of newsletters, marketing collateral and industry insights to influence business decisions and strategies.
- Trained and mentored a team of 30+ achieving 98% editing accuracy
- Subscriber base of over 90,000.

Broadcast Journalist, Freelance: Aug 2006 – Dec 2011

- Compiled and presented news, sport, weather and traffic bulletins across Herts, Beds, Bucks, Berks, Essex and the Midland during busy holiday periods
- Video reporting and interviewing for an online video channel, raising awareness and promoting the work of the emergency services, educational institutions and charities within the area.

EDUCATION:

PROSCI Change Practitioner Certification, Dec 2025

Change Management & ADKAR methodology

CIPR Communications Specialist Certification, Sept 2024

Cambridge Marketing College (Level 7 Diploma)

BA (Hons) Journalism, June 2003

University for the Creative Arts (BJTC Accredited)