

# CURRICULUM VITAE

## Kelly Shephard



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**CURRENT EMPLOYMENT:**      **Head of Open Knowledge and Digital Services**

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### OVERVIEW

Kelly has 14 years of journalistic experience gained in the BBC's international news environment. Her experience of developing and implementing a major corporate online strategy from conception to delivery is coupled with hands-on experience of managing complex multilingual, multiplatform projects.

Her move to IDS in May 2011 was led by the desire to be as much involved in the process as the product. Her journalistic skills and editorial leadership enable her to see clarity in complex material and present it in compelling and relevant ways. Her current role is Open Knowledge and Digital Services Unit Manager, Institute of Development Studies. Here she oversees a talented team who are responsible for developing and delivering evidence based knowledge products and mobilisation strategies aimed at reducing poverty in the Global South.

Kelly provides strategic leadership to the Open Development and Digital Services Unit, to ensure effective processes for developing and delivering outputs in collaboration with partners around the world. Her key responsibilities include: setting the editorial strategy and providing intellectual and technical leadership to the editorial team and building collaborative relationships with donors, partners and other stakeholders.

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### EDUCATION AND QUALIFICATIONS

<b>2011</b>	Open University Fellowship programme. Search Engine Optimisation: Journalism in the Machine Age
<b>2000 – 2010</b>	Various BBC management training programmes, including Managing High Performance Teams, Introduction to Prince Project Management and Managing Multi Platform Media and Distribution
<b>2006</b>	PMA, London – Advanced Media Law
<b>1998</b>	PMA, London – Advanced Sub Editing and Proof Reading Skills
<b>1989 – 1992</b>	University of Brighton – History of Design BA (Hons) 2i

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## RECORD OF EMPLOYMENT

**2011 – Present Institute of Development Studies**

**2014 – Head of Open Knowledge and Digital Services**

I currently head up a team of editorial and technical staff with a remit to deliver Open Knowledge and Digital Services for the Institute of Development Studies. I work with IDS research teams and external partners to open up content and move away from flat digital publishing models to ensure more connected, interlinked data models that serve a broader audience. The aim is for information to be shared and repurposed for a range of audiences – this can involve creating content for web applications, mobiles, audio downloads, video packages and/ or audio slide shows.

**2011 - 2014 Editorial Manager, Knowledge Services, Institute of Development Studies**

IDS Knowledge Services is responsible for developing and delivering evidence based knowledge products and mobilisation strategies aimed at reducing poverty in the global South.

I provide strategic leadership to the Knowledge Services (KS) editorial team, to ensure effective processes for developing and delivering KS outputs in collaboration with partners around the world. Key responsibilities include: Setting the KS editorial strategy and providing intellectual and technical leadership to the editorial team and building collaborative relationships with donors, partners and other stakeholders.

**2006 – 2011 Managing Editor, BBC World Service Future Media, London**

Worked in a management team overseeing 40 staff- comprising of developers, designers, technical and editorial posts, providing the technical and editorial structure for all BBC World Service new media initiatives. Responsibilities included devise and implement the **WS New Media business plan** in the context of the BBC's Global News Division overall strategic vision – delivering new products and services for use on the BBC's international websites and on emerging platforms. All site initiatives relied on a user centred design approach, knowing and acting on audience insight. Commissioned and participated in focus groups and usability studies.

Sat on **BBC's Social Media advisory** board and **pan BBC Audio services panel**

**2003 – 2006 Assistant Editor, BBC World Service New Media, London**

Managed team which provided editorial support for 33 language sites. In this role managed a complex **video** project that delivered broadband news and original content in 6 languages – Arabic, Russian, Spanish, Persian, Urdu and Portuguese for Brazil. From conception to launch represented the BBC World Service on the pan BBC Podcasting trial and subsequent service.

**2002 – 2003 Senior Broadcast Journalist, BBC World Service New Media, London**

Working closely with BBC News interactive wrote stories to order deriving from BBC World Service radio content. Went on to set up and manage the International Facing programmes portal and Documentary Archive on **bbcnews.com**. Responsible for coordinating major in depth reports focusing on topics as diverse as domestic violence and international crime.

**2000 – 2002 Broadcast Jouranlist, BBC World Service New Media, London**

**1998 – 2000 Sub Editor, BBC On Air Magazine, London**

**1995 – 1998 Editorial Assistant, BBC English Magazine, London**