



**Matt Hay**

**Senior Communications Professional available to discuss interim, contract and freelance opportunities**

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**Hi, it's nice to meet you**

I'm Matt Hay and external, internal and stakeholder communications are my speciality. Delivering impactful and engaging business support is my skill.

I am passionate about leadership and customer excellence and with over 15 years experience communicating for some of the U.K's highest profile brands I have what it takes to make a positive difference.

I have significant transport sector experience but more importantly I have the skills and determination to bring success to your industry.

I'm ready to support you with interim and contract senior level communications. Whether it's;

- press and media
- internal communications
- stakeholder, customer and political engagement
- event management
- crisis comms
- customer information
- travel demand management

I have the skills and experience to meet your needs.

Innovation, positivity and simplicity are key words for me and I am a proven professional who gets results.

Great communication matters so Hay Let's Communicate

For 20 years I worked in corporate communications delivering results for some of the north's biggest brands and for national retailers, specialist services and predominantly for rail and transport operators.

Starting my own consultancy in 2018 I have assisted with projects for international sporting events, local authority campaigns for HS2 Rail, major entertainment venue consultations, public engagement for infrastructure projects, new rolling stock launches and Covid communications.

I have also supported a niche transport based commercial agency on a range of external and customer based communications projects.

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### Career Highlights

**Project Communications Manager** Working as a consultant to Northern Rail, assigned to support the business on special communications projects namely around fleet transformation and Covid response communications.

**Northern Rail**

**Apr 19 to present**

**Key Achievements:**

- Devised and successfully delivered a multi channel, multi audience and multi faceted launch campaign to celebrate the introduction of a £500m fleet of brand new trains
- Positioned hundreds of positive news stories both in local and national media
- Planned and organised 30+ stakeholder events and new train experiences
- Supported colleagues with regular information and communication about the new trains and generated internal excitement
- Led internal, external and stakeholder communications around £100m fleet refurbishment programme and the retirement of 'Pacer' trains
- Currently project lead for all colleague and customer communications for the response to the Covid crisis

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**Senior Copy and Communications Manager** Working as a consultant on a short term assignment to support the launch of a public consultation for the billion pound improvement of the A66 dual carriageway stretching from west to east across the north of England.

**Acardis Consulting for Highways England**

**Jan 19 - May 19**

**Key Achievements:**

- Delivered all the public facing communications including brochure and event material detailing the various options available and positioning the optimum result for the client.
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**Communications and Stakeholder Manager** Working for the Greater Manchester Mayor, charged with representing his and the city's political interests in many areas around transport.

**TfGM**

**Jun 16 to Sept 19**

**Key Achievements:**

- Led the communications and stakeholder campaign in support of the Greater Manchester's business case to Government for rail station transfer
- Provided mayoral briefing and communications around continued rail disruption and timetable change
- Transformed communications for travel demand management around numerous high-profile events and network disruptions
- Led customer information in light of the terrible Manchester Arena terrorist attack
- Project managed the communications and consultation campaign for a mayoral manifesto commitment to reduce congestion in Greater Manchester
- Operated at a senior level providing briefing and support to Chief Executive
- Team management and development

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**Senior Communications Lead – Franchise Mobilisation**

**First Group (Secondment)**

**Nov 15 to May 16**

First Group were awarded the rights to operate the new TransPennine Express rail franchise; seconded to lead all communications planning and activities for the preparation of the new business.

**Key Achievements:**

- Planned a management conference, attended by 200 colleagues
  - Developed digital and written content for hard to reach colleagues at depot roadshows, produced an employee magazine and developed video messaging in support of the future vision
  - Co-ordinated press releases, media interviews, developed a content calendar for social channels and managed presence at the UK Northern Powerhouse exhibition whilst also producing copy for leading broadsheets and magazines such as The Times and New Statesman
  - Supported presentation forums, engaged with political, industry, community and business stakeholders
  - Led a series of meet the manager sessions with surprise and delight elements to inform passengers about future benefits and improvements
  - Throughout this secondment provided leadership to a support team and worked closely with several external agencies and regularly briefed and updated C-level executives as to the status of the project
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**Rail Operations  
Manager**

TfGM co-ordinates all forms of public transport in Greater Manchester. Joined their rail team for six months to provide industry expertise and guidance at a period of change for the organisation. Paramount to the role was raising the profile of the rail team both internally and in the wider industry.

**TfGM  
(Secondment)**

**Apr 15 to Oct 15**

**Key Achievements:**

- Successfully project led a team of 20 in the overall transport planning for the biggest single event in Manchester's history
- Co-ordinated tram, bus, road and rail operations as well as detailed liaison with emergency services, the council and event organisers moving over 250,000 passengers for what was known as 'Rugby Day'
- Developed the Project Plan which has now been accepted as the event template for the organisation and has positioned Manchester as a world class multi-event-ready city

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**Various Roles**

**First TransPennine  
Express (FTPE)**

**Oct 07 to Apr 15**

**External Communications & Media Relations Manager (Sep 10 to Apr 15)**

Promoted from my previous position within FTPE I coordinated the day to day media engagement providing content driven press releases, quotes and statements, interviews and photo opportunities.

**Key Achievements:**

- Worked as a central media contact during crisis situations, franchise negotiations and industrial relations disputes and raised the positive perception of FTPE from below 40% to more than 67%
- Supported wider marketing and sponsorship opportunities and engaged with customers through innovative and attention-grabbing tactics such as snooker exhibitions at stations, celebrity ambassadors, live bands on trains and surprise and delight activities
- Used social media channels to provide informative content and improve customer relations
- Delivered a multi-faceted communications programme for a £60m fleet of new trains, achieved over 300 positive media stories, targeted stakeholder communications and innovative customer engagement events, reaching over 400,000 customers

**Internal Communications Manager (Oct 07 to Sept 10)**

Communicating to more than 1,200 dispersed colleagues I produced the staff magazine, managed daily updates and newsletters, coordinated satisfaction surveys and launched an extranet, viewed by 80 % of colleagues.

**Key Achievements:**

- Organised numerous internal conferences, colleague engagement events, internal awards ceremonies and worked with colleagues to deliver safety, performance, HR and wider Group messages
  - Provided communications support as the business introduced new rail routes, rolling stock and staff locations
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