

Nick Scott

Summary

Over 15 years as a senior digital leader, I have worked with non-profit organisations to understand their goals; explore the possibilities digital offers for achieving these goals; and map and deliver the changes they needed to succeed. Since 2021 I've been working as a non-profit digital and AI strategy consultant, undertaking projects at national and international non-profits. For my work at UNISON, I was listed in the Digital Leaders 100 list while at the Overseas Development Institute I was awarded Digital Strategy of the Year at the European Digital Communications Awards.

Professional Experience

AI and Digital Strategy Consultant

Barcelona, Spain

Including Associate roles with Unions21, Zoe Amar Digital

Nov 21 - Present

Working with trade unions and non-profit organisations to support them in updating strategies for the AI age. Projects have included:

- Generative AI training for 1000+ people at clients including Unions21, Médecins Sans Frontières, the International Science Council and the Churchill Fellowship.
- Created the AI For Unions community, numbering 450+ union staff globally.
- Speaker on generative AI and non-profits, including talks at International Fundraising Congress, Indian Fundraising Conference, Italian Fundraising Congress.
- Digital strategy development for App Drivers & Couriers Union, the Royal Academy of Engineering, the International Institute for Sustainable Development and Family For Every Child.
- Advising on digital product portfolio sustainability and vision at Relate and Brook.
- Mentoring and coaching digital and AI teams at Oxfam Spain and Concern Worldwide.
- Supporting digital and AI strategy planning processes at Greenpeace Spain.
- Supporting ebm in creating chatbot products targeted at the not for profit market.

Head of Digital

Barcelona, Spain

Médecins Sans Frontières (MSF) Spain

Mar 17 - Oct 21

Created strategy to grow the digital maturity of MSF in Spain, focused on fundraising and communications. MSF Spain had 500k regular donors and €110m+ in annual income.

- Led digital engagement team (11 staff) and led a programme to build digital culture, skills and competencies in wider Communications and Fundraising directorates.
- Drove digital income generation. Donations grew 500% (to €4m) in 4 years – partly due to COVID-19. Recruited 3000 new regular donors in 2021, up 1,000 from 2020.
- Implemented a user-centred design focus for all digital engagement, commissioning persona and journey mapping studies, doubling social media engagement rates.
- Overhauled digital data capture and analysis, developing dashboards and reporting on data from digital systems (Google Analytics, Social, Talkwalker, Salesforce etc.).
- Founded the Global Digital Steering Committee, a group of five international digital leaders providing strategic advice on digital engagement for MSF globally.

**Head of Digital
Unison**

London, UK
Jul 14 - Aug 17

Developed the first digital engagement strategy for UNISON, the UK's largest trade union (1.3 million members). One of four senior managers in the Communications department.

- Recruited and line managed a team of digital experts (7 staff). The team was recognised as one of the UK's top 100 leading digital teams (2017 DL100).

Implemented an organisation-wide digital innovation programme, winning senior leadership support for a two-year, £500,000 programme focusing on four key areas:

- Piloted new digital user journeys for representation, membership engagement and democracy. An online ballots programme increased turnout by around 30%.
- Overhauled user experience in key digital products. A new Join UNISON form built in a design sprint increased conversion rates by 10%, catalysing union growth.
- Introduced new digital technology systems, including a national website.
- Fostered a digital champions network across the Union. Included digital.unison knowledge sharing website and inaugural national Digital Champions conference.

Produced communications strategies to recruit new members and supporters, retain existing members, and get members more active in UNISON's work.

- Recruitment: strategic advisor to Public Service Champions campaign.
- Advocacy: launched Votr 2015- a Tinder-inspired app feeding into personalised email journeys - went on to win TUC prize for best membership communication.
- Member engagement: conceived and delivered digital prize draw as incentive for members to update contact details - 136,000 members participated as a result.

Digital Manager / Acting Head of Communications
(promoted from Communications Officer)
Overseas Development Institute (ODI)

London, UK
Jun 06 - Jul 14

Wrote and implemented the award-winning digital strategy for think tanks, recognised as Online Strategy of the Year at the 2012 Digital Communications Awards.
Provided training and strategic advice on digital and communications.

Marketing Executive
Metropolitan Police Directorate of Information

London, UK
Sep 04 - Jun 06

Education

Executive Master In Business Administration (EMBA)
ESADE Business & Law School, Ramon Llull University

Barcelona, Spain
Nov 21 - Jul 23

International Relations with Development Studies (BA Honours, 2:1)
University of Sussex

Brighton, UK
Oct 00 - Jun 03

Language & Digital Skills

Native / bilingual: English, Spanish.
Intermediate: Catalan, French, Portuguese.

Prolific user of all types of digital tools:
CRMs, CMSs, ESPs, advertising, analytics; DTPs... and many other acronyms too.