

## **Marilyn Workman**

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### **Profile**

An experienced economic development consultant who enjoys the challenges of strategic planning, project management and research.

Utilising effective analytical and communication skills, innovative and creative approaches, whilst working in partnership, to manage and implement change in society.

Harnessing personal expertise and knowledge to problem solve in environments, where the impact of ideas and their successful implementation really does matter.

### **Key competencies and achievements**

#### **Strategic Planning and Management**

- Developed, implemented and tailored digital inclusion strategies and action plans for Dundee and Aberdeen, on behalf of Scottish Executive and Scottish Enterprise, delivering on time, to quality, incrementally increasing core budgets.
- Managed major projects and programmes, promoted and delivered two social enterprises, three research projects and a feasibility study for the development of a digital media unit.
- Used Information Communication Technology (ICT) and Intra/Internet developments as catalysts for business process re-engineering and change management through the development of an Information Strategy for Fife Council.
- Initiated, developed and managed an innovative local authority and European Information, Intelligence and Research Service for Cheshire County Council.

#### **Project Management**

- Using Prince 2 methodology, to manage ten major digital, social and economic inclusion projects, over a four-year period, from inception to completion.
- Utilised an operational budget of £58k to leverage additional funding of £416k for areas of social deprivation. (2001-05)
- Encouraged community capacity building through the funding, project implementation, mentoring, and support and exit strategy stages.
- Initiated, developed and managed "e literacies" programmes for public sector staff including developing, on client's behalf, branding, marketing, promotion strategies and campaigns.

## **Research**

- Adopted an action centred approach, combined with comparative research techniques, to identify the needs of the voluntary sector for strategic ICT support in urban and rural areas.
- Undertook a community audit, digital mapping exercise and action plan development on behalf of the Scottish Enterprise Building Buchan: New Beginnings Project.
- Undertook a comparative research project benchmarking UK local authority best practice (value) in Internet / Intranet management and development on behalf of Fife Council.
- Acted as internal consultant for a range of economic and labour market intelligence research products including the Cheshire Economic Report.
- Initiated, developed and produced a range of Business Directories including the first UK multi-lingual, interactive CD Rom Business Directory marketing Cheshire's Top 500 companies.

## **Community Capacity Building**

- Raised community awareness on digital inclusion, encouraged and increased access and skills development, provided strategic, sustainable ICT support.
- Encouraged community development and group capacity building by the development of sustainable multi-media community websites leading to increased confidence in individuals, groups and stakeholders.
- Acted as a key player in the partnership group of the Padgate Community Development Programme (Cheshire County Council, Warrington Development Corporation) delivering information service, computer literacy, open and self supported learning packages for youth and adults.
- Managed jointly community arts programmes, including artists and writers' residencies, book festivals and other innovative community development and user education projects.

## **Career Summary**

### **Net-Workman -2005-10**

Set up an independent economic development consultancy that enabled community capacity building; strategy development; business planning and support for asset development in strategic and operational third sector organisations and communities of interest.

Worked in partnership on change management in the urban, semi urban & rural areas of Scotland with individuals, entrepreneurs, social enterprises (SME's) in the innovative community arts & cultural, environmental, pre-school, educational & business support sectors.

Enabling clients to gain significant funding that allowed them to initiate change and widen their horizon's, to expand and develop as businesses, social enterprises, community interest companies and development trusts.

#### **Clients Included:**

**Arts & Communities Association** Glasgow 2006-08

**Tombreck- the Big Shed Perthshire** 2006-07

<http://www.bigshed.org.uk/wordpress/>

<https://www.tombreck.co.uk/>

**The Secret Garden, Fife** 2006-09

<https://theecologist.org/2011/jul/26/secret-garden-nursery-unique-daycare-where-children-spend-all-day-outdoors>

**First Port, Edinburgh 2009-10**

<http://www.firstport.org.uk/>

**Digital Champion- Scottish Executive / Scottish Enterprise 2001-2005**

Worked in strategic partnerships with local stakeholders, delivered major project sustainability on behalf of the Scottish Executive, encouraged economic and social inclusion.

**Information Strategy Co-ordinator- Fife Council 1999-2001**

Worked as consultant with internal stakeholders in the local authority in ICT Consultancy, Communications and Policy Units to deliver change management.

**Trade Development Manager- Glasgow Chamber of Commerce 1998-1999**

Undertook an internal consultancy on information service, income generation and customer care policies. Developing Internet and e business initiatives.

**Earlier Career -Cheshire County Council 1982-1998**

**Information Service Manager** -Economic Development Service 1989-98

**Library Manager**- Padgate Dual Use Community Library & Information Service 1985-89

**Librarian**- Montford High School Warrington 1982-85

**Research Assistant**- University of Waikato New Zealand 1980-81

### **Qualifications and Skills**

- Elected member of the Chartered Institute of Library and Information Professionals (MCILIP) 2002
- CCTA Prince 2 Project Management (Foundation) 2001
- Elected member of the Institution of Economic Development (MIED) 1997
- OU Certificate in Management Studies 1992
- Cheshire County Council - Management Development Programme 1985-1998
- BA (Librarianship)- Newcastle 1978-82
- Associate of the Library Association (ALA)- Chartering process Bucks / Berks 1971-2