

James Buller

Digital media and communications manager specialising in the third sector.

A portfolio of the websites I have been involved with is at www.cleverstuff.net

My goal is to lead a major charity's online team, using my 10 years of experience, strong sense of social responsibility and enthusiasm to: develop the people, strengthen the organisation and further the cause.

Employment history

Web Development Editor, Big Lottery Fund, 2005 - present, FT

'BIG' distributes money raised by the National Lottery to good causes - £3.6 billion since 2004. Its 900 staff work in 15 region and country offices. Our websites are our primary channel, receiving over 1 million visitors each year including: fundraisers, journalists and politicians.

Responsibilities

I am the deputy to the Head of New Media, in the Communications & Marketing directorate. I manage web development plus work with teams and agencies to ensure effective delivery of our internal and external digital communications strategies. It is my role is to:

- Project manage and input into the design and build of digital services.
- Define requirements for new or improved digital services with colleagues and external agencies, using wire frames, site maps, prototypes and specification documents.
- Ensure digital services meet and have been checked for high standards of robustness, stability usability and accessibility, information architecture, branding, house style and plain English.
- Represent new media in the change control process and quickly resolve incidents that occur.
- Make digital services accessible across platforms and integrated with social media sites.
- Coordinate with IT, marketing and press teams to develop strategy and roll-out campaigns.
- Ensure staff are well trained and supported in the use of content management systems.
- Advise on and assist with production and publication of text, graphics, audio and video.
- Analyse user activity and opinion to check target outcomes are met then find ways to improve.
- Keep up to date with the latest practices, thinking and innovation in the digital media arena particularly in relation to the third and public sectors.

Achievements

- Technical project manager for Village SOS website to accompany a BBC TV series in 2011.
- Lead developer for all user experience and coding on BIG website and intranet.
- Key team member on all 5 iterations of the People's Millions website to compliment slots on the 15 ITV regional news programmes and resulting public voting on the recipients of Lottery funding. *2009 vs. 2010 statistics: visitors +52%, visits and page views +47%, Positive rating by users: 95%*
- Assessed three £100k+ website tenders and commissioned agencies for range of other projects.
- Managed the selection and procurement of Dotmailer for 3 year email broadcast contract.
- Project managed creation of Funding Advisers private community website.
- On the interview and selection panels for all 6 current staff in the new media team.
- Selected for BIG's first management training scheme.
- BIG website was highly commended at IVCA Clarion Awards 2009.
- Pioneered switch to Drupal open source CMS to provide a flexible and reliable platform for sites.

Web Developer, Citizens Advice, 2002 – 2005, FT

The charity Citizens Advice helps people resolve their money, legal and other problems by providing information and advice and by influencing policymakers.

Responsibilities and achievements

- Maintained the content of 4 websites: Citizen Advice, Adviceguide, Euroconsumer and extranet.
- Trained and supported over 50 staff to use web content management system.
- Design and build of Euroconsumer and a volunteering section of the Citizens Advice site.
- Constantly reviewed and developed sites to meet usability, accessibility and corporate standards.

Charity trustee roles

In these three leadership roles my responsibility has been to work with the rest of the team to direct the affairs of the charity, ensuring it is solvent, well-run, and delivering its objectives.

Aniridia Network UK, 2009 –present, Vol

Support group for people and families affected by the rare genetic eye condition aniridia.

Achievements

As a volunteer in the past two years I have:

- created a Facebook page which now has 230 followers and daily posts
- set-up and run Twitter account which now has 70 followers
- replaced HTML website with a new site including a blog on Wordpress
- tripled the number people known to us that have aniridia by online research and creation of a contacts database
- facilitated strategy days to agree a vision, mission, values and beliefs
- got a new logo designed pro-bono
- implemented Google Apps for email and collaboration such as online agendas.

Nightline Association, 2005 – 2009, Vol

Umbrella group for 40 Nightlines - student mental health helplines at UK universities.

Achievements

As a volunteer I instigated and led projects to:

- register as a charity and company
- develop and trademark a logo
- establish strategic planning
- implement a contact relationship management system – CiviCRM
- rewrite constitution
- launch internal email newsletter
- implement Google Apps for email and document sharing.

I was President of Surrey Nightline which involved taking calls and giving training in listening skills. I created the association's first website running it and the private online forum for 6 years.

Vice President Societies & Culture, University Of Surrey Students' Union, 2001 - 2002, FT

Hub of student life providing activities, welfare services and representation to over 12,000 students.

Achievements

- Setting and controlling my £38k department budget and £490k Union funds.
- Management of Union officers and coordinating over 40 societies.
- Pioneered a campus 'Arts & Culture Festival' together with the university's Arts Office.
- Organised and promoted the first ever 'Freshers Fair 2' to raise participation in their activities.
- With the management team, conducted a strategic review resulting in an increased budget and a new centre. It made the Union more effective and attracted a lot more students inside to get help.

Skills, education and training

Technology XHTML, CSS, JavaScript (server and client side), XML.

I am developing my practical skills in Apache, PHP, MySQL, Subversion and Git.

Software Adobe CS4:Photoshop, Dreamweaver, Acrobat, LiveCycle. MS Office 2007 inc: Project & Visio. Audacity, Axure, FTP, Skype, Tweetdeck/Hootsuite, IE, Firefox, Chrome, Safari.

Collaboration Basecamp, Huddle, Google Apps, Dropbox, Redmine.

CMSs Drupal, Wordpress, Livelink WCM/Obtree. **Touch typing** 50 words per minute.

Professional training courses

- Leadership
- Coaching
- Team building
- Negotiation
- Influencing
- Email etiquette
- Elearning
- (Agile) Project management
- Contract management
- Training the trainer
- Neuro-linguistic programming
- Plain English & web writing
- Podcast recording and editing
- Web Accessibility Guidelines 2.0

University Of Surrey, 1997 - 2001

BSc Mathematics and Computing Science: **2:1**

Placement year at IBM: **A Merit**

Dissertation: **A**

Rutlish High School 1991 - 1997

A-Levels: *Maths: C* *Physics: C*

A/S Sociology: **D** GCSEs: **9 A-C**

Other roles/interests

- Student newspaper News Editor 1997 - 2001.
- Fix The Web, User Experience Task Force.
- Advisor to Subterranea Britannica and Calibre Audio Library website development projects.
- RAG charity collections.
- Local issues in Walthamstow & London.
- 11 times blood donor.

References: Available on request from all my line managers.

Colleague recommendations: [linkedin.com/in/jamesbuller](https://www.linkedin.com/in/jamesbuller) Contact: jbuller@cleverstuff.net 0795 745 5524

Further Information

My sources

The information resources I use to stay current include:

- Charity Comms
- Third Sector Forums
- Charity Webmasters Forum
- Google For Non Profits
- NFP Techno
- NCVO
- UKRag
- Abilitynet
- Web Axe
- Accessify Forum
- Nomensa
- Webcredible
- UK Riders
- Bruce Lawson
- A List Apart
- .net magazine
- Government Communications Network

What to expect from me

Taken from my Facet 5 personality profile of 'Coach'

James is ethical and dedicated and has the interests of others firmly at heart. James's input will always be supported by careful thought and well researched data – Facet5 profile

Leadership

- Works with people to agree fair realistic goals
- Advises on performance and helps people through problems
- Selflessly defends colleagues and promotes their interests
- Monitors work carefully and thoroughly
- Commits to corporate policy

Interpersonal

- Responsive to appeals for help
- A good listener and supportive team member
- Committed to others well being
- Positive and confident style
- Balanced attitude even under pressure

Analysis and decision making

- Researches and thinks things through
- Ideas are well considered and practical
- Takes time to understand before commenting
- Reduces and manages risk carefully

Initiative and effort

- Works efficiently on assigned tasks
- Can work independently
- Always follows through to the finish
- Persists in the face of difficulty
- Strong sense of responsibility and moral commitment
- Works to a high standard

Planning and organising

- Thinks ahead and anticipates problems
- Tries to establish a plan which is workable
- Evaluates and utilises resources well
- Careful, methodical and measured
- Balances organisational and people needs

Team working

- Dedicated to the group's purpose
- Remains focused on key tasks
- Helps out others without seeking reward
- Presents a team view with conviction

Recommendations for me from colleagues, via LinkedIn

As Trustee at Nightline Association by Kristian Dye, fellow Trustee

"James is one of the greatest assets the Nightline association has ever had. He was instrumental in the transformation of the association."

As Web Developer at Citizens Advice by Phil Crewe then Head of IT Strategy

"James was someone you could reliably give a piece of work to and you would know that the job would get done well. Always friendly and approachable, and always someone who gives 100%."

As Vice President Societies and Culture at USSU by Tristan O'Dwyer fellow sabbatical officer

"James was a very focussed officer and left a lasting influence on the organisation. He was instrumental in establishing new membership services and adding new purpose and direction to USSU. He was also a trusted colleague and a pleasure to deal with."

As Industrial Trainee at IBM by Marcus East, mentor and Global Client Manager

"He is hard-working, conscientious, thoroughly professional and very friendly - a great addition to any team needing someone who gets IT, but is fun to work with too!"

As students' newspaper News Editor by Matt Pannell, Editor

"James' friendly manner was underpinned by his determination to ensure accurate and fair coverage of sometimes controversial stories. He supported and inspired those around him, and no doubt continues to do so. He would be an asset to any organisation looking for thoughtful, fair, and hardworking leadership."