

Senior digital communications professional

PORTFOLIO • 2026

I turn complex organisational priorities into clear, useful digital experiences - combining product ownership, editorial judgement, audience insight and hands-on content production.

2.5m → 9m

annual intranet page views

250+

global publishing focal points

9

language versions of one animation



PROFILE

Global intranet owner at UNHCR; previously led online communications and multimedia at the OSCE. Earlier roles at the BBC, LSE and Index on Censorship.

SPECIALISMS

Digital strategy
Content design
Campaigns
Crisis communications
Video & visual storytelling

Digital workplace leadership

UNHCR global intranet • 2020-2025 • Product ownership, governance and continuous improvement

RESULT Annual traffic grew from 2.5 million to 9 million page views; the intranet now exceeds half a million views in a typical month.

The screenshot displays the UNHCR global intranet interface. At the top, there's a 'Latest updates' section with three featured articles: 'Six things to know about our new global, regional, and country external websites', 'Introducing the Internal Communications Toolkit', and 'Creating strategic, impactful and inclusive internal content'. To the right, a video player shows a presentation titled 'Reflections on digital accessibility and inclusion' by Anne Tonne-Pires. Below these, the 'Exciting changes now on our public websites' section announces a new user experience. A 'Warning' box indicates website issues, and a 'Standards & guidance' section is partially visible at the bottom.

THE CHALLENGE

Make a large, business-critical intranet more useful and consistent for a global workforce, while supporting hundreds of distributed publishers.

MY CONTRIBUTION

Owned the platform and editorial direction; led a network of 250+ focal points; improved search weighting; migrated analytics to GA4; strengthened AEM governance and publishing standards.

WHY IT MATTERS

This is product leadership as well as publishing: prioritising user needs, managing risk, setting standards, using evidence and bringing a decentralised community with you.

SELECTED DELIVERY

Search & findability

Adjusted relevance weighting and content practices to improve discovery.

Measurement

GA4 migration and evidence-led prioritisation of improvements.

Governance at scale

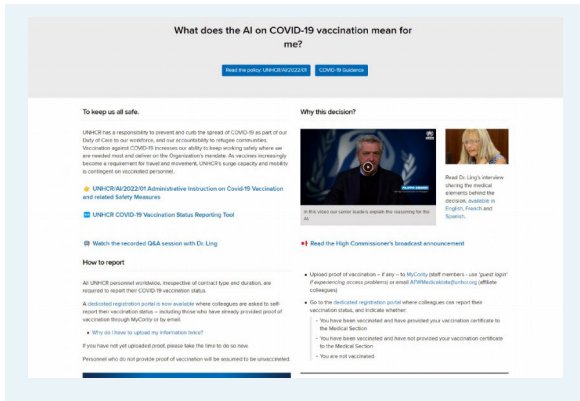
Clear standards, guidance and support for a 250+ publisher network.

High-risk change

Controlled communications and content updates during restructures and service changes.

Complex change, made usable

Two examples of audience-led internal communications for a geographically dispersed workforce

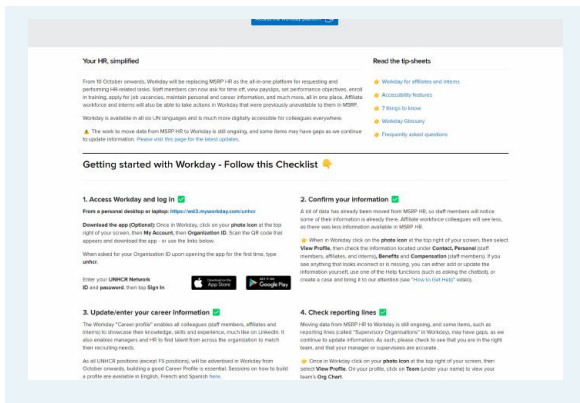


COVID-19 policy communications

UNHCR • GLOBAL WORKFORCE

Turned a sensitive administrative instruction into a clear employee journey, connecting policy, reporting requirements, leadership explanation and help routes.

- Built a single, structured source of truth across policy, FAQs, video, infographic and operational guidance.
- Used questions and task-based headings to help colleagues find the answer relevant to them.
- Balanced organisational duty of care with calm, practical and accessible language.



Workday launch hub

UNHCR • DIGITAL HR TRANSFORMATION

Designed and published a launch experience around the things employees needed to do first, rather than the structure of the transformation programme.

- A prominent action, step-by-step checklist and concise tip sheets reduced cognitive load.
- Training was segmented for HR teams, managers and the wider workforce.
- Guidance brought together language options, video, FAQs and support contacts in one place.

SHARED PATTERN Lead with the user task, layer the supporting detail, keep action and help routes visible, and use questions and evidence to improve the content.

Crisis communications under scrutiny

OSCE response to the crisis in and around Ukraine • 2014-2015

ROLE Created the mission identity, website and social channels; produced explanatory content and helped establish a sustainable publishing operation.



THE COMMUNICATION PROBLEM

A fast-moving international crisis generated intense media and social scrutiny. The new Special Monitoring Mission had to be explained accurately - especially the distinction between unarmed civilian monitors and peacekeepers.

The work demanded speed, political awareness, disciplined clearance and the ability to make unfamiliar mechanisms understandable without oversimplifying them.

WHAT I DELIVERED

- Mission logo, website and social profiles, plus guidance and support for new mission colleagues.
- Articles, photo stories and social content explaining complex developments and mandates.
- Four short films scripted and edited for rapid public understanding.
- Russian- and Ukrainian-language versions produced under my supervision.
- Remote broadcast interviews for senior OSCE officials during peak media interest.

View examples: [Crisis response: OSCE Monitors in Ukraine ↗](#) • [Damage report ↗](#)

Multimedia storytelling

From corporate positioning to field reporting: choosing the format that best serves the audience



What is the OSCE?

2017 • CORPORATE ANIMATION

Led the full project: wrote the script, secured clearances across the organisation, managed budget and procurement, and directed the supplier through production. The result was a clear corporate explanation available in all official languages.

[View project ↗](#)



OSCE Stories, Real Lives

2016 • FIELD STORYTELLING

Pitched and ran an extra-budgetary series about the human impact of OSCE field work. Selected stories with local teams, travelled solo to remote locations in Kyrgyzstan, filmed and scripted the pieces, and produced English and local-language versions.

[View project ↗](#)

THE RANGE BEHIND THE WORK

STRATEGIC

Audience definition, messaging, stakeholder clearance, commissioning, procurement and budget ownership.

EDITORIAL

Research, interviewing, scripting, plain-language writing, narrative structure and multilingual adaptation.

TECHNICAL

Filming, photography, audio, editing, studio lighting, livestreaming and platform-native social formats.

SELECTED FORMATS



Integrated campaign

Film + animation + social

[View example ↗](#)



Studio interviews

Lighting + filming + edit

[View example ↗](#)



Long-form documentary

Solo shoot + script + edit

[View example ↗](#)

Selected range & capabilities

A portfolio spanning strategy, platforms, campaigns, content operations and hands-on production

Strategy & product

Digital strategy • intranet ownership • roadmaps • user needs • service design • stakeholder management

Platforms & evidence

AEM • Drupal • WordPress • analytics/GA4 • search optimisation • HTML/CSS • accessibility

Content & campaigns

Content design • campaign planning • executive communications • crisis response • social media • evaluation

Creative production

Video • animation • photography • audio • infographics • livestreaming • multilingual production

ADDITIONAL SELECTED WORK

Security Days

2012-2017 • **EVENTS**

Branded a senior-level event series; delivered channel-specific campaigns, livestreams, expert interviews and partner amplification.

[View sample ↗](#)

CSI: Kyrgyzstan

2015 • **DOCUMENTARY**

Embedded with the Community Security Initiative and independently filmed, scripted and edited a 17-minute documentary.

[View sample ↗](#)

Trafficking in children

2017 • **INTEGRATED CAMPAIGN**

Unified visual campaign across event content, social assets and video; filmed the interviews and supervised animation and editing.

[View sample ↗](#)

ENVSEC

2016 • **VISUAL COMMUNICATION**

Supervised an infographic and leaflet delivered with UN partner organisations, then built a supporting social content mix.

[View sample ↗](#)

JONATHAN PERFECT MCIPR

Senior digital communications • Internal communications • Content strategy • Digital platforms