

Anita Holford: CV & training

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Roles held

2000-present

Writing Services/freelance

Full-time from 2003, part-time from 2000.

Significant roles held include: Comms & evaluation lead, **The Music Works** (206-2019); communications lead, **Changing Tracks** equity, diversity & inclusion programme for music education (2019-2023); Digital content producer, **A2:Connect** arts education network (2018-2020); Comms consultant/storyseeker, **Creative Partnerships** (2006-2009) ; writer, editor, marketing, IRC WASH international development (2012-present).

2000-2002

Head of Communications, **Sound Sense**, (part-time)

1994-2002

- Head of Communications, **Sound Sense**, national association for community music (part-time)
- Marketing Manager, **St David's Hall**, Cardiff national concert hall/music venue
- Freelance arts marketing & writing

1989-1994

- Project Officer, **McCann, Matthews, Millman** arts marketing consultants
- Press & Marketing Assistant, **St David's Hall, Cardiff**
- Trainee journalist, **Forest of Dean & Wye Valley Review** newspaper

Education

1986-1989

Lanchester Polytechnic (Coventry University)

BA (Hons) Communications Studies (2-1

1979-1986

Newent Comprehensive School, Gloucestershire

9 O-levels, 3 A-levels

Training

I take part in ongoing professional development.

I have attended training through the creative writing for business organisation, [Dark Angels](#), founded by one of the UK's most respected brand copywriters and trainers, John Simmons.

I regularly attend courses provided by organisations such as:

- the National Union of Journalists
- Arts Marketing Association
- CharityComms including specific courses around Decision science and framing.

Other training includes:

- [the Centre for Cultural Value evaluation course](#)
- the [National Arts Fundraising School](#)
- Neurodiversity and Inclusion, Positive Psychology Academy
- Autism and Anxiety, Neurodiversity International
- Mentoring and coaching, Institute of Leadership and Management Development and National Union of Journalists Cymru
- Putting the (decision) science into arts fundraising online conference
- Regular seminars/webinars on communications/ copywriting, fundraising, evaluation and monitoring; mental health first aid training; various trauma and attachment training courses

My early training involved traditional arts marketing courses including the Theatrical Management Association's Druidstone and Walking the Tightrope residential courses.

As an adoptive Mum of a dyslexic, autistic, daughter, I've trained in and researched attachment, trauma and related topics.

Memberships: CharityComms; Arts Marketing Association; 26, for creative writers in business; Sound Sense, community music association; Music Mark, association for music education