

Robert Jeffery

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Summary

I am an experienced, award-winning journalist and editor with a specialism in B2B media and content marketing. Having begun my career as a writer and sub-editor, I edited a market-leading consumer magazine before embarking on a lengthy period editing client-focused brands including People Management, one of the UK's most read business titles. This experience has given me an ability to lead editorial teams, liaise with clients and suppliers, and make complex subjects accessible for a diverse audience – with, I hope, a dash of flair too.

Singapore employment status

As the spouse of a UK diplomat, I am subject to an Immigration Exemption Order which means **I do not require sponsorship or a visa to work in Singapore**. A prospective employer needs to apply for a Letter of Consent, a process which is a formality taking around two weeks, to enable me to begin employment. I am happy to elaborate on this further and to present documentation that supports my employment status.

Experience

2019-2025 Editor in chief and Business Director, Haymarket Business Media, UK

I oversaw the editorial work we undertook on behalf of our largest client – CIPD – as well as a number of other professional associations and Management Today, one of the UK's most prestigious B2B brands. This was a multi-faceted role taking in editorial strategy, client relationships, supplier relationships, creative quality control, line management and resourcing issues, budgeting, new business and new product development. I still wrote regularly across various brands and channels, and took an overview of all editorial activity, but on Management Today specifically I was also responsible for the financial management of the brand and its operational performance across events, conferences and digital channels, working as Business Director for this brand, a role in which I sat on the business leadership team at Haymarket Business Media.

2011-2019 Editor, Haymarket Business Media

I led the successful pitch to bring the CIPD business to Haymarket and subsequently took on the role of editor of People Management, one of the UK's most read B2B brands. I reinvented the title in print and online, leading to record levels of reader satisfaction, increased revenues and multiple awards.

2004-2011 Editor, Haymarket Network

I edited a range of different titles – online and in print – for Haymarket's agency arm, mainly in the B2B market, for clients including KPMG, Canon, Thomson Scientific and the International Baccalaureate, alongside one-shots, digital projects, apps and new business pitches.

2004 Editor, AB Communications

Editing a range of customer titles and internal communications projects in a small, London-based agency.

2000-2004 Deputy editor/editor, Haymarket Media

Working on a range of customer titles, as well as *the net*, the UK's best-selling internet magazine.

2000 Writer, IPC Media

Writing for nme.com, the market-leading music website.

1996-2000 Writer/sub-editor, Haymarket Media

Writer for *FourFourTwo* and *the net* magazines, junior sub-editor for *Sky Sports* magazine.

1994-96 **Journalist, Slough & Windsor Express**

Awards

Editor of the Year – Business Brand

BSME (British Society of Magazine Editors) Awards 2014

Best Membership Publication

Content Marketing Awards 2013

Skills

- Devising and communicating editorial strategy across multiple channels
- Writing features, reports and marketing collateral to a high standard
- Leading editorial teams, including recruitment issues and mentoring editorial team members
- Liaising with advertisers, clients and suppliers and working to ensure commercial content has strong editorial credibility
- Quality control for editorial products across all channels
- Leading new business pitches and devising new editorial products including podcasts, data products and digital reports
- Setting and adhering to departmental budgets and monitoring financial performance
- Sub-editing and flatplanning magazines

LinkedIn

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Hobbies

Football (I follow AFC Wimbledon), literature, travel

Author of two books on the history of English football

Education

East Berkshire College, 2 part-time A-levels (Media Studies and Sociology)

Desborough Comprehensive School, Maidenhead, 7 GCSEs