



ENGAGE

INSPIRE

INFLUENCE

Jo Field | JFG Communications Ltd

**Jo is the award-winning Founder & Managing Director of JFG Communications, a boutique consultancy specialising in stakeholder engagement and gender diversity for the transport and infrastructure sectors.**

Before setting up her consultancy, Jo was Head of Campaigns, Communications and Stakeholder Engagement at Transport for London (TfL), where she built and led the company's award-winning stakeholder engagement team over a period of 9 years.

Jo transformed TfL's external relationships, especially the organisation's relationship with disabled people's organisations. She built stakeholder support and advocacy for London's transport infrastructure and the funding to deliver it. Jo set the direction on equalities policy as a member of TfL's equalities and inclusion leadership team. She drove forward a number of pioneering equalities initiatives such as TfL's Women in Transport programme, the Please Offer Me a Seat badge, and the award-winning buggy campaign to discuss the conflict over wheelchair priority space on buses.

Jo also established TfL's youth panel, making it the first public transport authority in the world to give young people a direct voice in policymaking.

## EXPERTISE



Jo is a social scientist and uses social science research methods to underpin stakeholder engagement, research and consultation to develop public policy and set the direction on equalities issues.



Jo is an expert in creating innovative ways to connect people and policymakers. She believes in early engagement to enable better decision making. She helps companies engage their stakeholders, build advocacy about what they do, and inform and influence policy.



Jo has a 16-year track record of success (12 years in the transport sector) in developing and delivering stakeholder engagement strategies and campaigns; equality and inclusion initiatives; policy development; public affairs; PR and reputation management.



Jo is a Women in Transport board member and is passionate about addressing women's under-representation. She worked with parliamentarians to set up the first ever cross-party group for women in transport. In 2016, Jo was named everywoman in Transport & Logistics Industry Champion for her work attracting and retaining women in transport, and mentoring and inspiring young people.

**GENDER DIVERSITY & SPECIALIST COMMUNICATIONS CONSULTANCY**

**Jo and her team are available to support all aspects of your diversity and inclusion programme including:**

**Research, strategy and policy development**

We develop and deliver bespoke quantitative and qualitative research, and innovative engagement. We enable organisations to better understand their gender issues and inform the development of diversity and inclusion strategy and policy.

**Toolkits containing best-practice advice to help build more diverse teams**

We are experienced in the research and development of toolkits, case studies and content to provide best practice advice to help senior leaders and colleagues build, develop and retain inclusive teams. We develop bespoke content on topics such as:

*inclusive language; inclusive leadership; group-think; unconscious bias; and conscious inclusion. Recent toolkit clients include Heathrow and the Mayor of London.*

**Profiling female role models & inspiring young people**

We provide strategic advice, development and delivery of diversity and inclusion communications campaigns focused on profiling women as role models. These can be promoted internally, externally, or both. The campaigns focus on enabling women and young people to see what they can be, as well as targeting diverse communities and networks to help you access a wider talent pool. We offer advice on youth engagement programmes and setting up youth participation initiatives.

**Recruitment campaign audit**

We provide a thorough review and analysis of recruitment campaigns – ensuring job descriptions and adverts appeal to your audience. We advise on how best to target recruitment campaigns to reach diverse communities and networks to help you access a wider talent pool.

**Women's staff networking groups**

We provide strategic advice and support on setting up women's staff networking groups. We are experienced in acting as a sponsor to network groups; mentoring group chairs and steering group members; and facilitating connections between organisations and networks.

**External engagement audit / strategy**

We provide a full audit of external engagement activities and advise on engagement with equalities groups and diverse communities.

This will expand your company's reach and ensure a diverse range of perspectives are informing your products and services, resulting in improved effectiveness and boosting profits.

**Diversity and inclusion communications strategy, narrative and campaigns**

We provide strategic advice, development and delivery of diversity and inclusion communications strategy, narrative and campaigns including: crafting narrative and ensuring it runs as a consistent thread through all internal and external communications; employee communications campaigns and initiatives; innovative external engagement and opportunities to influence public policy; showcasing your organisation's diversity and inclusion initiatives.

**Stakeholder engagement training**

We develop and deliver bespoke courses focusing on: 'Best practice and industry trends' for communications and engagement professionals and 'introduction to stakeholder engagement' for engineers and project teams.

**Mentoring, training and facilitation**

Jo is a certified trainer and experienced mentor. We develop and deliver bespoke training materials on topics such as unconscious bias; personal branding; confident communications; and inclusive leadership. We can develop and facilitate workshops to accompany all aspects of your diversity and inclusion programme.

**OUR WORK**



**OUR AWARDS**

