



## Professional Summary

Ms. Payne has a background in integrated, strategic marketing communications and business planning with over 30 years of management experience working within a wide range of governmental, educational for-profit and non-profit organizations. In 2012 she was the recipient of the 'Leadership Through Communication' award. A national award presented by the American Association of School Administrators (AASA) and the National School Public Relations Professionals (NSPRA). Irene's areas of expertise include organization/community marketing communication strategies, crisis management and communications, business strategy planning, emergency communications, government relations strategies, brand development, community engagement, volunteer management and senior level decision making. Irene represented the British government on a sponsored tour of Pakistan, and has worked in India and Europe.

## Skills

- marketing communications, media and public relations, communication strategies and plans
- crisis communication including media relations, parent reunification and manning a Joint Information Center together with local and Regional Emergency Operations Center
- ability to work quickly and cooperatively under pressure and in times of emergency
- change management, volunteer management, team building and development to maximize performance and deliverables
- community engagement strategies resulting in deep-rooted relationships with local stakeholders, community organizations and foundations
- identification and brand positioning opportunities at a local, state and national level
- internal and external communication best practice
- brand creation, building and maintenance including consistent brand use and messaging
- tracking of results, performance and budget management
- strategic planning and implementation, meeting facilitation and cross functional project management
- goal orientated and willingness to hold self and others accountable

## Professional Experience

### **November 2008 – 2021: Chief Communications and Community Engagement Officer, Washoe County School District (WCSD)**

- Sat on the school district's leadership team and the superintendent's executive leadership team. Reported directly to the superintendent and worked collaboratively with Board of Trustees and staff to identify high-level communication priorities with attention to developing the WCSD brand to build community support. Responsible for communication plans, creative briefs and data analysis. Managed the school district's overall communications and community outreach program to fulfill the goals and objectives of the strategic plan
- Provided communications consulting to the Board of Trustees, Superintendent, Leadership team and others on strategic internal and external communications
- Headed up all crisis communications and was the 'face' of the organization in the event of an emergency
- Managed a diverse and multi-talented team to its maximum potential.
- Ensured WCSD was represented effectively at a local, state and national level
- Oversee WCSD's Welcome Center and Volunteer Services
- Provide support and guidance on effective advocacy and community building
- Developed district wide campaigns including goal setting and evaluation
- Managed budget, staff development and training.
- On call 24/7

**2004 - 2008:** Strategic Management Services, Nevada. Consultant.

- Executive Director of the Human Services Network and CAN Prevent (child abuse and neglect). Lead consultant on health and human services projects including board and policy development for Nevada Youth Empowerment Project, housing needs assessment in Gerlach for the State of Nevada, two day community-wide retreat on American Disabilities Act, board development and retreat for Scenic Nevada and rural women's support group, capacity building program for a local homeless non-profit and public relations plan and implementation for Nevada Literacy Council. Served as external consultant to Western Nevada Economic Development Authority.

**2000 – 2003:** Purcon Consultants, UK. VP of Marketing Communications.

**1997 – 2000:** The Chartered Institute of Management Accountants, UK. Global Communications Manager.

**1992 - 1997:** Guardian Royal Exchange, UK. Internal Communications Manager

## **Education**

Postgraduate Diploma in Marketing Communications (equivalent to a master degree) from the Chartered Institute of Marketing, London Guildhall University. Chartered Institute of Public Relations Postgraduate Diploma. 'Performance Improvement Coach for High Performing Business Teams' Diploma from Ashridge Business School, London. 'Chartered Marketer' status, the Chartered Institute of Marketing, London.

## **Accomplishments, Conferences and Training**

- **2019:** 'Mindful Fundamentals' and 'Mindful Communication' certificates of completion - Mindful Schools
- **2019:** 'Managing Public Information for All Hazards Incidents' – Nevada Division of Emergency Management and Homeland Security, Las Vegas, NV.
- **2018:** 'You Are the Help Until Help Arrives' – US Department of Homeland Security
- **2017:** 'Silver Spike' award, 'Judges Award' and 'Best in Show' recipient for a successful tax increase ballot measure campaign - Public Relations Schools Association (PRSA), Sierra Nevada Chapter
- **2017:** Facilitated diversity and inclusion training for my team of 34 individuals
- **2016:** 'The Islamic State' - Nevada Threat Analysis Center.
- **2014:** Summit for Courageous Conversation, 'Beyond Diversity' training, 'Silver Spike' award recipient - Public Relations Schools Association (PRSA), Sierra Nevada Chapter
- **2013:** 'Beginning Mediation and Conflict Resolution' certificate - University of Nevada, Reno
- **2013:** "National Response Framework" (IS-00800), 'National Incident Command System (NIMS), Advanced ICS Command and General Staff – Complex Incidents (ICS-400) - FEMA
- **2012:** 'Leadership Through Communication' national award presented by AASA and NSPRA in recognition of successful efforts to improve communication between schools, parents, and the community.
- **2012:** Earthquake Basics Science Risk and Mitigation - FEMA
- **2012:** 'Silver Spike' award, 'Judges Award' and 'Award of Excellence' recipient for a variety of projects - PRSA, Sierra Nevada Chapter
- **2012:** Summit for Courageous Conversation/Beyond Diversity II training - Pacific Education Group
- **2011:** 'Silver Spike' award recipient - PRSA, Sierra Nevada Chapter
- **2011/2/3/4:** Attended National School Board Association conference – various locations.
- **2011:** School Safety and Emergency Preparedness conferences - June and July, 2011, Las Vegas, NV
- **2010:** School Safety and Emergency Preparedness conference - December 2010, Las Vegas, NV
- **2010:** 'Introduction to the Incident Command System' (ICS-100) - FEMA
- **2010:** Public Relations Executive conference, Charlotte, NC
- **2010:** Courageous Conversations/ Diversity training - Pacific Educational Group
  
- **National Presentations**
- **2019:** NSPRA presenter "Power Hour" – '*Emergency Communications*'
- **2019:** The School Superintendents Association – 'The Importance of Getting Your Communications Right'. Los Angeles, CA
- **2017:** National School Safety Conference: '*Communications During an Emergency*', Las Vegas, NV.
- **2013:** NSPRA: '*What Now? Communicate, Communicate, Communicate*' San Diego, CA

- **2013:** AASA: *'Building Community Support Through Communications'* Houston, Texas. NSPRA: *'Improving Budget Communications with Your Community'* and *'Building Community Support Through Communications'*, Chicago ILL. Washoe Academy of School Leaders *'Building Relationships – Communications and Community Engagement'*
- **2012:** NSPRA presenter 'Power Hour" – *'Engaging Stakeholders in Budget Decisions'*
- **2011:** NSPRA – *"How to Rebrand Your School'*, San Antonio, Texas. NSBA – *'Changing Perceptions: Effective Branding and Marketing Strategies to Build Community Support and Political Capital of Your Schools'* Boston, MA.

**Current Additional Activities**

Washoe County Manager's Advisory Committee- member

Washoe County Regional Animal Services Advisory Committee – Vice President

Assistance League Advisory Committee - member

Human Services Network – community liaison



May 19, 2022

To Whom It May Concern,

Please accept this letter as a strong recommendation for Irene Payne to be appointed to the Washoe County Advisory Board to Manage Wildlife.

Ms Payne has a passion for the outdoors, being an avid hiker, horseback rider and backpacker. She also has extensive experience in working with animals and animal management in a variety of volunteer and recreational roles.

In addition, Ms Payne has an understanding of the community and would represent Washoe County residents effectively, with passion and without bias.

I have been a Reno resident since 1967 and involved in our community. I see the need to have advocates for wildlife on the board. She will most certainly add her passion in all decisions made by the board.

I hope you will give serious consideration to her application.

Sincerely,

*Richard L Jay*

Richard L Jay  
Past President Great Basin Youth Soccer League  
Past Commissioner Nevada Youth Soccer Association

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