



Branding | Communications | Events | Marketing

Nicola Huckerby brings 20 years' experience at senior and director level within local government, national organisations and international bodies undertaking operational, marketing and communications roles. Most of the organisations that she has worked in and developed have been Membership based; dependent on the engagement of stakeholders and partnership working in order to generate income to operate and grow. During her career at Birmingham City Council, Nicola was a founding member of LGCommunications and authored the communications and engagement plans for several world events including the G8 Birmingham Summit, Cricket World Cup and UEFA Cup Winners' Cup Final.

She has undertaken director level roles in four UK place marketing organisations where partnership working was the key to generating income, and represented each destination at the [European Cities Marketing](#) network.

For the last five years Nicola has worked within the international co-operative movement, first as Co-ordinator for the United Nations International Year of Co-operatives 2012 where she was based at the International Co-operative Alliance in Geneva, then as Director of Communications for the Alliance working from home in Devon. In this role she developed and managed the Alliance's communications strategy reporting directly to the Director-General. Responsibilities included the development of a new website, on and offline publications, social media and events and management of media agency staff in several countries. She became adept at networking and building partnerships across the world. For the last two years Nicola has been the Global Marketing Lead for the Co-operative Identity at Domains.coop, (a subsidiary of the Alliance) managing and promoting the .coop domain and global Co-operative Marque and advising on their use. Today, there are co-operatives in 109 countries using the co-operative identity.

Nicola established COOP Brand Ltd in January 2016 to provide hands-on support and guidance to co-ops wishing to promote their co-operative identity, showing their pride in being part of a global movement. She remains an active member of the International Co-operative Alliance's Communications Committee and manages the global LinkedIn page [Cooperatives](#) of over 6,200 members.

As an international co-operator Nicola brings with her a network of global co-operative contacts from every sector and every Alliance Region as well as connections within many international apex organisations. She has built relationships in over 100 countries as part of her role in promoting the global co-operative identity at Domains.coop/International Co-operative Alliance. In the UK Nicola has worked closely with Co-operative News, Co-operatives UK, the Confederation of Co-operative Housing, and the Co-operative Party. She also has excellent contacts within the UK worker co-op sector. It is this wealth of cross-sector experience and ability to communicate and build relationships that we are offering.

Contact:

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The global co-operative sector: 2.6m coops | 250m employees | 1bn members

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