

CORPORATE COMMUNICATIONS

Helping complex organisations tell their stories *simply*.

A corporate communications expert with over two decades of experience working with membership bodies, trade associations, and not-for-profit organisations.

Biography:

"I help complex organisations and industries tell their stories simply – turning technical, political, and nuanced activity into communications that genuinely connect."

James Ketchell is a senior communications leader with over two decades experience across the membership sector, trade associations, infrastructure, sustainability, not-for-profits, and creative industries. He has built a reputation for combining strategic clarity with compelling storytelling – helping organisations navigate the gap between what they do and how the world sees them.

Skills and expertise:

- Communications strategy
- Membership communications
- Content strategy & creation
- Public affairs
- Media & PR
- Brand & messaging
- Campaign management
- Digital & social media
- AI for communications teams
- Publications & editorial

Professional experience:

Freelance

Dec 2024 to present

Communications Consultant

In 2025/6, collaborated with philanthropy consultants **Boncerto**, recruitment start-up **On Merit**, European fintech firm, **Curvo**, and established membership organisation, the **World Media Group**. Supported the launch of a built environment advisory and consultancy, **Built Confidence**.

International Marine Contractors Association (IMCA)

Feb 2023 to Nov 2024

Head of Communications & Marketing

Headhunted to join **IMCA**, the global business association for more than 750 companies which deliver offshore energy projects. Led a team of four to deliver the communications and marketing function, as well as a busy global events programme. Member of the Leadership Team.

- Delivered a [completely new website](#) in nine months to £50k budget.
- Managed the events programme delivering 35 events a year in major cities around the world. 80% of events at capacity with more than 4,000 attendees in 2024. Increased corporate sponsorship for major events, turning a profit on IMCA's technical seminars for the first time.
- Introduced a regular email communication strategy, delivering a 10-percentage point increase in open rates for IMCA's regular newsletter to around 35%.
- Oversaw an organic 15,000 increase in LinkedIn followers to more than 40,000 in 18 months.
- Led IMCA industry campaigns on [offshore wind contracting](#), [GHG vessel emissions](#), and a new [CPD App](#), strategically placing the association as experts in new areas.
- Supported Business Development team with new corporate narrative and messaging. More than 70 new company members during his time at IMCA.

Association for Consultancy and Engineering (ACE)

Nov 2019 to Jan 2023

Head of Communications

Returned to the membership organisation for 500 UK based companies which design, deliver and manage our national infrastructure. Led a team of two on external, member, and internal communication, proactively promoting a programme of online and in-person events, member resources, advocacy, and policy research. Member of the Leadership team.

- Devised and developed a strategy to place ACE as a key industry thought-leader, supporting policymaking engagement via the **Construction Leadership Council (CLC)**. This included the launch of cross-industry Net Zero initiative, [CO₂nstructZero](#) and communications support to the launch of the [CLC Talent Retention Scheme](#), announced by Chancellor Rishi Sunak in 2020.
- Oversaw the design, delivery, and launch of reports on: [Net Zero](#), [Project Speed](#) and the [Future of the Workplace](#). Wrote key corporate documents including the three-year corporate plan and annual impact report.
- Oversaw pandemic response, resulting in record numbers: website visitors (up 33% year-on-year), social media engagement, and attendance at webinars.

National Communications Manager

Led PR activity for the association which represents rural business owners in England and Wales, including the [#4GForAll campaign](#) securing front-page coverage in The Daily Telegraph following Government agreeing to invest £1 billion in the rural mobile network. Worked closely with internal teams and external PR agency to deliver a national media strategy resulting in regular coverage in The Guardian, The Times, Sky News and BBC Radio 4, Country Life, and sector media.

Communications Manager

Increased media mentions by more than 30% year-on-year through proactive PR approach placing ACE as experts in policy on road, rail, and housing. Secured coverage on BBC Radio's Today, World Tonight, BBC News, and broadsheets. Increased open rates from 3% to more than industry average for regular email communication through redesign and restructuring of email strategy. Led delivery of [new website](#) to budget.

Career note:

Further roles in communications, marketing, CSR, and PR at – **Boncerto** (Jan 2016 to Nov 2017), **Stay at home father** (Nov 2013 to Dec 2015), **Walgreens Boots Alliance (WBA)** (May 2012 to Oct 2013), **Charities Aid Foundation (CAF)** (Jul 2008 to Apr 2012), **StepChange Debt Charity** (May 2005 to Jun 2008), **CRU International** (Feb 2004 to Apr 2005).

Education & training:

London Metropolitan – Chartered Institute of Public Relations (CIPR) Diploma.

King's College London – MA Imperial & Commonwealth History.

University of Durham – BA (Hons) Politics & History (2:1).

International School of Sophia Antipolis, France – International Baccalaureate (35 points).

Languages tools & technology:

Languages – French (fluent), English (fluent).

Tools and technology – ChatGPT, Claude AI, Umbraco, Wordpress, SquareSpace, DotDigital, MailChimp, Dynamics365, Sheep CRM, Signal, Vuelio, Roxhill, Meltwater, Hootsuite, Eventbrite, Google Workspace, MS Office suite, Pages, Keynote.



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