

Joy Bailes

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SUMMARY

I am an experienced communications, public relations, and marketing professional who has been instrumental in helping facilitate the strategic accomplishments of organizations from higher education to international retail. I have demonstrated ability in strategic planning, media relations, internal and employee communication, social media, and project management.

AREAS OF EXPERIENCE/CORE COMPETENCIES

- Providing communication counsel
 - Communication/PR strategy and goals
 - Writing and editing
 - Oral communication
 - Listening, including nonverbal cues
 - Media relations
 - Social media strategy and management
 - Employee/internal communications
 - Communication planning
 - Market/program research
 - Project management
 - Crisis communications
 - Integrated marketing
 - Program metrics
 - Relationship building, collaboration
 - Lean Six Sigma Yellow Belt
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CURRENT EMPLOYMENT

Assistant Director of Public Relations (May 2016 – present)
Washburn University, Topeka, Kansas

Help develop and deliver overall strategy for the Washburn University public relations efforts, including media relations and Washburn's brand identity. Under our team's strategic management, Washburn's share of voice (our messaging compared to our most direct competitors such as Emporia State) has consistently stayed at about 30 percent with higher percentages when we've done special stories or events.

- Serve as a communication resource and advisor for Washburn University leadership, providing best-practice strategic input and recommendations to advance the effectiveness of communication strategies for internal and external audiences.
- Plan and initiate integrated communication strategies and plans for targeted efforts for various audiences, utilizing best communication practices and clear communication principles.
- Identify strategic engagement opportunities and seek out creative opportunities to promote messaging to elevate the university's brand, promote the university's activities, and overall university visibility.
- Write, edit, fact-check, and format copy for use on the website, in press releases, in e-mail correspondence, in printed publications, and on social media. Ensure communications are accurate, clear, and consistent in tone and voice.
- Deliver oral presentations/communications, taking into account the audience and nature of the information. Listen to others, noting things like nonverbal cues, and responding appropriately.
- Facilitate relationships and partnerships across campuses to procure information and story ideas. Develop networks and build alliances; collaborate across boundaries to build strategic relationships and achieve common goals.

- Serve as a media liaison. Facilitate relationships with local media members, as well as research and identify potential media contacts outside of “normal” distribution for industry or interest-specific content to help publicize Washburn University news and activities.
 - Monitor Washburn’s traditional and social media presence – what are people saying about Washburn, TV and print stories, etc. Identify and work on opportunities to increase positive media activity.
 - Collaborate with others in communication roles across campus and Washburn Tech to coordinate, support and enhance efforts. Partner closely with these communication professionals to develop and support integrated internal and external communication strategies.
 - Project management, including developing, scheduling, coordinating, resources, including monitoring and inspecting costs and contractor performance.
 - Developed/develop metrics to evaluate the effectiveness of communications. Monitor and evaluate effectiveness of existing efforts and initiatives and develop actionable communication plans applying best practices designed to reach various audiences in updating or developing new programs.
 - Plan, deliver, and sometimes host special events on campus.
 - Manage the Washburn University mascot program.
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PREVIOUS EMPLOYMENT

Marketing Communications Associate (April 2012 – April 2016)

Security Benefit, Topeka, Kansas

- Marketing lead for National Accounts Team (Security Benefit liaisons to each Broker/Dealer that allows their financial advisors to sell Security Benefit products) – develop and implement marketing strategy, represent their voice in marketing efforts.
 - Marketing support for Education Market efforts - develop content for internal and external marketing materials, leading design efforts for those materials. Develop and deliver targeted client marketing campaigns.
 - Partner with Security Benefit leadership and representatives from National Education Association (NEA) Member Benefits to develop and implement the NEA Retirement Program (a program designed to partner educators with a local financial advisor for free financial education and guidance on optimal products for their situation and goals) – program design, supporting elements, client campaigns.
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Collective Brands/Payless ShoeSource, Inc. (January 2001 – April 2012)

Senior Communication Analyst (May 2008 – April 2012)

- Managed and delivered projects and messaging to engage Payless retail associates with the business, brands and inspire them to reach their goals via electronic, web, and print channels.
- Coordinated the development of product knowledge outreach and engagement initiatives to refine and clearly present training and publications to promote understanding among store associates that lead to understanding, merchandising compliance, engagement, and increased sales.
- Editor of the bi-monthly, in-house publication, *The Source*. Managed writing assignments, edited, managed layout, researched and interviewed for articles, wrote articles and managed publishing and distribution to engage employees with what was happening within the company with the goal of increasing engagement, knowledge, and enthusiasm.
- Worked cross-functionally with corporate and field teams to develop and deliver strategic communication plans and initiatives.

Store Communication Specialist (April 2004 – May 2008)

- Developed and delivered Payless retail messaging, including store emails, memos, and Product and Fashion Knowledge to engage Payless retail associates with the product and brands.

Retail Support Associate (January 2002 – April 2004)

- Supported management of HR processes (Expression of Interest (allowing retail associates to indicate they are interested in other positions), annual employee evaluations...etc.).

Marketing Associate (January 2001 – January 2002)

- Assisted in Promotional Calendar (directs the cadence and details of each Payless retail promotion) maintenance and supported media advertisement placement within Marketing.
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EDUCATION

Washburn University; Topeka, Kansas

Bachelor of Arts – Mass Media; Emphasis in Public Relations, May 2000

Washburn University; Topeka, Kansas

Master of Arts - Communication and Leadership, May 2021

AFFILIATIONS

- Served on various United Way internal associate giving planning committees while at Payless ShoeSource, Inc. (before they changed their giving strategy), at Security Benefit, and at Washburn University.
- Junior Achievement instructor.
- Member of and served on various board positions for the Topeka chapter of the International Association of Business Communicators (IABC).
- Member of the Public Relations Society of America (PRSA).

References available upon request.