

## Meet Jonquil Simons



**Jonquil Simons, FCIPR**

**Associate Director - PIELLE Consulting - London**

Jonquil Simons has built her career advising companies and organisations on their communication and public relations strategies and programmes.

She started her career in publishing, moving into public relations when she joined the PR department of Sussex Police. Here she learned to deal with a sometimes hostile media, as well as undertaking community relations, schools liaison and writing for the Force's in-house magazine.

She moved into consultancy work when she joined Public Relations Counsel (now part of Saatchi and Saatchi) as an account executive, being promoted to associate director some two years later.

At PRC she was involved in all aspects of the company's work, from advising clients, drawing up strategies and programmes to actually executing the work.



As head of the PR Division of Alan Pascoe Associates Jonquil handled the press operation for The London Marathon and the British Olympic Appeal.

She was subsequently asked to handle media relations for Ian Botham's first charity walk from John O'Groats to Land's End.

Since then Jonquil has specialised in developing strategies and executing programmes for business-to-business communication, healthcare clients, issues communication management and crisis communication and media relations.

She is an accredited public relations practitioner, and a fellow of the Chartered Institute of Public Relations for whom she has run vocational workshops. She has sat on the CIPR Council, Education and Training Committee and has been a judge in its Sword of Excellence Awards.