



## **DIGITAL MARKETING TO THE PUBLIC SECTOR** by **THINKDIGITAL PARTNERS**

Since September 1<sup>st</sup> 2017 **Think Digital Partners** have run numerous lead generation campaigns for companies supplying technology product and services to the public sector. In that time we have generated over 300 targeted and qualified leads; buyers that have downloaded and engaged with content supplied by us on behalf of vendors like you. This document is a simple list of some of the public sector departments and the respondent's job titles, to highlight the level of public sector executive that we can put your business in front of and how we can help you to increase awareness as well as revenue.

### **Central Government Departments**

#### **Cabinet Office**

Business Analyst, Commercial Analyst, Head of Government Communications, Associate Portfolio Manager, Policy Advisor, Senior Supplier Engagement Manger

#### **Crown Commercial Service**

Director of Technology, Programme Director, Senior Category Lead – Technology, Head of Strategy, Digital Future, Category Director, Strategic Category Lead, Category Manager

#### **Department for Business, Energy and Industrial Strategy**

Head of Change & Engagement Programme, Director of Data, Business Analyst, Product Manager

#### **Department for Culture Media and Sport**

Business Analyst, Director for Strategy, Technology, and Enterprise, Project Manager

#### **Department for Education**

Head of Change & Engagement, Technical Architect, Project Manager, IFA Programme Director, Associate Architect, Psychometrician

#### **Department for Environment, Food & Rural Affairs**

Strategic Communications Manager, ICT Category Manager, Digital Architect, EU Exit Business Partner, Head of Change, Programme Director of Livestock Information, Data Scientist

### **Department for International Trade & Development**

Digital Advisor, Programme Manager, Head of ICT, Content Designer, User Researcher

### **Department for Transport**

Principal Digital Business Partner, IT Strategy & portfolio Analyst, IT Business Relationship Manager, Product Manager

### **Department for Work and Pensions**

IT Transformation Cost Reduction Strand Manager, Data Scientist, Head of Future Business Strategy, Business Strategist, Innovation Lead, Head of Data Science, Deputy Director, Commercial Lead, User Researcher

### **Department of Health**

Research Impact and Intelligence Officer, Head of Information and Systems, Data Science Leader, Head of Procurement, Deputy Director, Digital & Technology Strategy, Product Manager, Clinical Lead, Programme Head, Principal Relationship Manager – Social Care, Business Operations Analyst, Head of Digital Strategy, Head of Technical Services, Development Manager

### **Financial Conduct Authority**

Procurement Associate, Head of Procurement, Supplier Management Manager, Procurement Lead

### **Food Standards Agency**

Data Strategy Programme Manager, Principal Architect, Product Manager

### **Government Digital Service**

Head of Innovation, Data Analyst, Programme Manager, Technical Architect, Commissioning Manager, Head of Strategy & Governance, Service Owner, Technology Advisor, Associate Technical Architect, Head of Commissioning, Policy Advisor, Head of Digital Project Management, Business Manager, Capability Lead, Delivery Support Manager, Associate Delivery Manager, Digital Engagement Manager, COO, Transformation Lead, Identity Product Owner, Shared Print Product Owner, Associate Portfolio Manager, Data Scientist, Product Manager, Chief of Staff, Director, Contracts & Commissioning Manager, Head of IT, Head of People Development, Product Manager, Deputy Director of Learning & Development, Senior Developer, Junior Technologist, Senior Capability Lead

### **HMRC**

Digital Insights Specialist, Head of Digital Optimisation, Chief Technology Officer, Head of IT Programme Design, Digital Lead (Large Business), Product Manager, Enterprise Architect, Behavioural and Customer Insight, Digital Enterprise Architect, Head of Digital Engagement, Digital Insight & Trials Specialist, Senior Insight Manager, Commercial Intelligence Manager, Deputy Director of Transformation, Business Analyst, IT Sourcing Specialist, IT Commercial Manager, Engagement Lead, Associate Product Owner

### **Home Office**

Business Analyst, Project Manager, Head of Engineering and Architecture C of E, Commercial Manager, IT Procurement Manager, Product Manager

### **Ministry of Defence**

Digital Transformation Programme Manager, Digital Service Lead, RIFLES Recruiting & Media Warrant Officer, Digital Manager, Skills Capability Lead, Digital Skills Capability, IT Security Officer

### **Ministry of Justice**

Head of Data Science Hub, Senior Commercial Manager, Director Data Driven Department and Culture Change, Commercial Manager, Commercial and Contract Management, Digital Strategy Advisor, Head of Digital Transformation, Associate Development Manager, Business Analyst

### **Transport for London**

Technology QA Manager, IPR Manager, IPR Analyst, Head of Technology, Commercial Manager

### **Valuation Office Agency**

Strategic Policy Analysis, Research & Performance Analysis, Operational Researcher, Project Manager

Additional Central Government Departments that we have engaged with our collateral:

**ACAS**

**Care Quality Commission**

**Centre for Public Impact**

**Citizens Advice Bureau**

**Electoral Commission**

**Environment Agency**

**FCO Services**

**Health & Safety Executive**

**Highways England**

**HM Passport Office**

**House of Lords**

**HS2**

**Innovate UK**

**Land Registry**

**National Audit Office**

**National Savings & Investments**

**Ordnance Survey**

**Security Industry Authority**

**UK Export & Finance**

**Youth Justice Board**

## **Local Government Departments**

### **Ashford Borough Council**

Customer Service Manager, Head of HR & Customer Service, ICT Project Manager

### **Aylesbury Vale District Council**

Chief Executive, Digital Strategy Lead, Digital Delivery Manager, Senior Digital Architect

### **Buckinghamshire County Council**

Chief Digital & Information Officer, Head of Communications, Head of Strategy & Digital Transformation, Senior Architect

### **Enfield Council**

Head of ICT, Enterprise Architect, Senior Digital Transformation Consultant, Project Manager

### **Essex County Council**

Business Relationship Manager, Head of IT, Service Delivery Manager, Architect

### **Islington Council**

Head of Digital Strategy & Transformation, Deputy Head of Service: Development Management, It Consultant, Head of Digital Customer Experience

### **Kent County Council**

Customer Success Manager, Sales and Marketing Manager, Project Manager

### **Kingston Council**

Senior Project and Partnership Officer, Projects and Change Lead, Head of Architecture, Business Development Executive, Senior Business Analyst, GIS Data Management Officer, Digital Team Leader, Data Management Officer

### **Lewisham Council**

Digital Transformation Manager, Digital Project Manager, Digital Programme Lead, Project Manager

### **Hammersmith & Fulham**

Strategic Relationship Manager, Director of Delivery and Value, Change Consultant, Category Manager

### **Medway Council**

Product Delivery Manager, Delivery Manager, Digital Project Manager, Business Relations Manager

### **Surrey County Council**

Senior Digital Content Officer, Web Team Supervisor, Digital Project Consultant, Digital Partnership Officer

### **West Sussex County Council**

Programme Manager, Digital Project Manager, Programme Support Officer, Programme Manager  
Additional Local Government Departments that we have engaged with our collateral:

**Birmingham City Council**

**Brent Council**

**Croydon Council**

**Devon and Somerset Fire & Rescue**

**Dudley Metropolitan Borough Council**

**East Dunbartonshire Council**

**East Kent Shared Services**

**Gravesham Borough Council**

**Greater London Authority**

**Hampshire County Council**

**Lambeth Council**

**Leicestershire NHS Trust**

**London Borough and Barking & Dagenham**

**London Borough of Hackney**

**London Borough of Hounslow**

**London Councils**

**NHS Wales Informatics Service**

**Richmond and Wandsworth Council**

**South Norfolk Council**

**St Helens Council**

**Staffordshire Police**

**Surrey and Sussex Police**

**West Midlands Ambulance Service NHS Foundation Trust**

**Yorkshire Procurement Office**

**Think Digital Partners** For details contact: [matt.stanley@thinkdigitalpartners.com](mailto:matt.stanley@thinkdigitalpartners.com)