



WHSB CAREERS

AN EVENING IN JOURNALISM, MARKETING AND TEACHING.

Wednesday 12 March 2025 - 7.00pm to 8.30pm

We are delighted that four professionals have agreed to attend our evening event, discussing their pathway into careers within their areas of expertise, as well as sharing some of the exciting projects they have been involved with to date. Please book your free tickets ASAP via TicketSource which can be accessed at <https://whsb.ticketsource.co.uk/>.

Kirsty Hickey— Foreign News Editor, Sky News

WHSB Alumni, Kirsty has been at Sky News for almost ten years and has covered a wide range of UK and international breaking stories. Prior to joining the foreign news desk, Kirsty was involved in coverage of four general elections, the funerals of both the Queen and Prince Philip, and worked from Windsor for Prince Harry and Meghan's wedding. In November 2023, she worked from the West Bank for the first hostage and Palestinian prisoner exchange and has since made multiple trips to the Middle East as part of Sky News' coverage of the Israel-Hamas war. Last July, Kirsty worked for several weeks from the U.S. bureau as Keir Starmer attended his first NATO summit. She was then scrambled to attend the scene of the assassination attempt on Donald Trump in Pennsylvania, and later travelled to Wisconsin for Sky News' coverage of the Republican National Convention. Kirsty returned to the U.S. in January this year to cover the Los Angeles wildfires and the inauguration of President Trump in Washington. Kirsty was responsible for breaking news of the 2023 Turkey earthquake to viewers in the early hours of the morning. She deployed seven teams to the region and was also sent herself to work with presenter Mark Austin. She spent two weeks in the disaster zone covering a tragedy that saw more than 50,000 people die. Kirsty initially attended the University of Glasgow but, during her first year of study, successfully applied for an apprenticeship at Sky News. As an apprentice, she obtained the NCTJ (National Council for the Training of Journalists) qualification and was later offered a full-time position at Sky News. She later completed her History degree part-time, alongside working at Sky News, at the Open University and graduated in 2022.

Samuel Johnson—Senior Account Manager, HypeTap Agency

Sam left WHSB in 2014 going on to graduate from Exeter University with a 2.1 in Biology, Sam's career took a turn away from science as he fell into the fast-paced, ever changing creative industry - specifically, Influencer & Celebrity Marketing. He started off as a copywriter for a small FinTech selling Credit Reports and Financial products, after the pandemic, he moved to Ogilvy. Ogilvy remains the biggest name in advertising services across the world today, and gave him a chance to work on some of the biggest brands in the world from Coca-Cola, Google, Bacardi, Dove, and most recently Prime Video at a boutique agency. He is currently helping set up an EMEA operation for an Australia X Singapore-based agency here in London.

Sam Lilley—Middle School English Coordinator, WHSB

Sam is a teacher of English at WHSB, and is currently the Middle School English Coordinator, having previously held roles as Head of House and Lower School Progress Leader. After spending 7 years as a student at WHSB, Sam went on to study French and English Language at Aston University, and it was during the year abroad in France as an English Language Assistant at a secondary school where Sam decided to pursue the career as a teacher following the end of his degree. It was through WHSB that Sam was able to train as a teacher, gaining a Postgraduate Certificate in Education (PGCE) with Qualified Teacher Status through the University of Buckingham whilst working on-the-job.

Sarah Leonard—Marketing and Digital Content Manager, London Southend Airport

Ex-WHSB student Sarah, is an NCTJ 'Gold Standard' qualified journalist with more than 4 years' experience in local journalism and national news. This qualification was achieved via an apprenticeship with the assistance of InYourArea, the UK's leading local, news, information, and community platform. Now, she has furthered her career and, having recently promoted to Head of Marketing at London Southend Airport, is knowledgeable in PR, marketing, SEO, ad/content management and organic/paid social campaigns. Skills from her role as a journalist and previous position as Marketing Manager for London Southend see her raising awareness of the airport within Essex, London and East Anglia as a competitor in the world's largest aviation market, focusing on key USPs whilst maintaining a relationship with the local community through CSR (corporate social responsibility).

This event will take place in the Westcliff Theatre, parking is available on the South Drive. Please note that tickets are limited and should you be unable to attend, kindly cancel your booking.

We hope that you find this WHSB Careers Evening interesting, helpful, and informative. Feedback is always welcomed, as well as offers of support for future events.

Please contact Mr Martin Atkinson **T:** 01702 475443 **E:** atkinsonm@whsb.essex.sch.uk **W:** www.whsb.essex.sch.uk Thank you for your support.