

CHRISTINE REDMOND

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Location: Brussels, Belgium

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PROFESSIONAL PROFILE

Senior communications and engagement leader with over a decade of experience across international NGOs and media.

I specialise in ethical storytelling, justice-oriented communications, and organisational positioning, with a focus on how power and inequality are shaped through narrative and funding practices in global development.

I design communication systems that prioritise accountability, accessibility, and lived experience over visibility or optics.

EDUCATION

- **MSc. – Cyberpsychology** (2026)
Institute of Art & Design Dun Laoghaire - Ireland
- **M.A. – Gender, Media and Culture** (2016)
Goldsmiths, University of London - UK
- **B.A. – Photography** (2010)
Dublin Technical University - Ireland

CONFERENCES/FORUMS

- **Presenter**
British Psychology Society Cyberpsychology Section Annual Conference 2025
University of Birmingham, UK
- **Presenter**
The Women in Global Development Leadership Forum 2022
Women Innovators and Leaders Network
- **Presenter**
International Conference on Gender Studies “Gender and Intersectionality” 2021
London Centre for Interdisciplinary Research
- **Graphic Designer**
62nd Commission on the Status of Women: Challenges and opportunities in achieving gender equality and the empowerment of rural women and girls
UN Headquarters, New York, 2017
- **Graphic Designer**
Irish Forum for International Agricultural Development Annual Conference 2017
Department of Foreign Affairs and Trade, Dublin
- **Contributor**
International Visual Sociology Conference 2017
Concordia University, Montreal, Canada

WORK EXPERIENCE

GLOBAL DIRECTOR OF ENGAGEMENT & COMMUNICATION

VVOB - education for development

Global Office, Belgium | October 2022—present

- Member of global leadership team responsible for 300 colleagues across 10 countries.
- Leading global external engagement and communications, aligning donor-facing narrative, and positioning with strategy and values.
- Restructuring the communications department to redistribute authority, visibility, and decision-making from Belgium to Africa.
- Designed and implemented ethical, inclusive communications systems and resources.
- Served on the Equitable Remuneration Committee, contributing to organisational decisions on pay equity and fairness.
- Leading and coaching multidisciplinary teams through organisational transformation.

REGIONAL GENDER ADVISOR

NGO: Aide et Action Southeast Asia

Cambodia, Lao PDR & Viet Nam | July 2019—July 2022

- Led the proposal writing and project development of a three-country project that won over €3 million in institutional funding.
- Regional representative in the organisation's international Gender Working Group.
- Provided leadership to support gender equality initiatives in the Southeast Asia region.
- Strategic networking and partnership building.

COMMUNICATIONS & PARTNERSHIP MANAGER

NGO: Aide et Action Southeast Asia

Cambodia, Lao PDR & Viet Nam | July 2019—July 2022

- Developed and implemented global guidelines on communication and ethics.
- Acting Director of Communications for two projects in Cambodia valued at over US\$40m.
- Managed the production of news, online content including social media and visual presentations.
- Served as media focal contact and pitching, researching and writing opinion pieces.

COMMUNICATIONS OFFICER

NGO: Indochina Starfish Foundation (ISF)

Cambodia | March 2018 - July 2019

- Secured new partnerships and funding
- Developed media relations, digital and community outreach plan and initiatives.
- Developed written, video and design content.
- Co-ordinated success stories from the field.

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LANGUAGES

English (mother tongue) ●●●●●

French (DELFL B2 certified) ●●●●○

AWARDS

- IE University, Spain
Finalist: Women's Empowerment Challenge 2021
- The Dóchas code of conduct on images & messages
Winner: Respect & Equality in Communication 2017
- Chartered Accountants Ireland
Published Accounts Awards
Shortlist: Small/Medium Sized Not-For-Profit Category 2017

RECENT PROJECTS

VVOB

GLOBAL WEBSITE

Led the consolidation of nine country websites into a single global platform to align public-facing communication with organisational strategy.

[Visit VVOB's website](#)

VVOB

GLOBAL POLICY

Led the participatory development of an organisation-wide communications policy governing ethical representation, imagery, and messaging.

[View VVOB's Global Policy](#)

SOUTHEAST ASIA GLOBE

MEDIA PARTNERSHIP

Developed and managed a strategic media partnership to disseminate analysis on regional development challenges and influence public discourse.

[View media content](#)

WORK EXPERIENCE (CONTINUED)

GRAPHIC DESIGNER & PHOTOGRAPHER

NGO: Self Help Africa

Global (11 countries) | May 2016—March 2018

- Contributed to defining communication objectives, strategies and plans of action.
- Developed interview questions for qualitative research.
- Developing and implementing strategy for knowledge management system (Salesforce).
- Traveled extensively to produce communications content (audiovisual material and case studies).

COMMUNICATIONS EXECUTIVE

Private Sector: The Institute of Education

Ireland & UK | November 2013—May 2016

- Implemented communications strategy.
- Managed and maintained all related database contacts, ran reports, and analysed KPIs.
- Developed and implemented brand toolkit.
- Managed communication channels including a redesign of website, newsletters and social media.
- Created and published engaging content (success stories, photos, audio-visual material, and others) for digital and social media channels.
- Coordinated PR opportunities and press relations.

OTHER EXPERIENCE (2010—13)

- **2013: Junior Art Director, Kellett Communications**
Yellowknife, Northwest Territories, Canada
- **2010-13: Marketing Coordinator, OPUS Art Supplies**
Victoria & Vancouver, British Columbia, Canada

FREELANCE COMMUNICATIONS SERVICES

Freelance journalism/production/photography/design

Various locations | 2010—present

Clients include:

- British Red Cross
- Channel 4
- Comhlámh - Action for Social Justice
- Government of the Northwest Territories, Canada
- Irish Consortium on Gender Based Violence
- TrueTrade Africa
- Vancouver Aboriginal Friendship Centre Society
- War on Want Northern Ireland
- WIRED UK
- Worldwide Global Schools
- UN Environmental Programme

REFERENCES

Available upon request.