

Nicola Cooke – PRII Council Member nominee

Nicola is an Account Director at Murray Consultants and has over two decades of high-level experience in media and communications.

With a diverse background in journalism, in-house and agency, she is significantly experienced in public and corporate affairs - along with strategic, internal and crisis communications.

Nicola is a former award-winning journalist, who wrote for the *Business Post*, *Irish Examiner* and *Evening Echo/Herald*. She left the media in 2014 to head up corporate communications at Bus Éireann, where she was Media & PR Manager and company spokeswoman for almost five years. Following this she became Head of Communications at National Broadband Ireland (NBI) - who are rolling out the €3bn National Broadband Plan - for just shy of two years.

In her current role on the corporate team at Murray Consultants, where she has worked since 2021, Nicola manages a range of accounts including Gas Networks Ireland, Citizens Information Board (CIB), TU Dublin and Threshold. She had also worked with the Mental Health Commission, Charities Regulator, Deloitte and Bord Iascaigh Mhara (BIM). This role involves providing clients with strategic counsel, media relations, ESG advisory, stakeholder engagement and crisis communications support.

Last year she undertook a Diploma in Sustainability and ESG, which she is a strong advocate for. She is also a member of GOAL's Communications, Marketing and Fundraising Advisory Board and had volunteered as part of Alone's elderly Befriending Network.

Nicola would like to represent the members on the PRII council to ensure that your interests, concerns and challenges are raised and addressed. The PRII membership is ultimately the strength of the institute and that is why your voice is an important one. Nicola is asking for your vote on December 5th so that she can be your representative on the council.