

## PRII Council nomination

Sarah Horgan

I am honoured to be nominated for a Council position of the Public Relations Institute of Ireland (PRII). With over thirteen years' experience in strategic communications, public relations, and reputation management, I am passionate about elevating our profession and ensuring the industry remains adaptive and responsive to the evolving communication landscape.

My career has spanned diverse sectors – holding senior positions in both agency and in-house in Ireland and the UK. I have successfully led impactful local and global communication campaigns for leading brands, organisations, and charities. Currently, as Director and lead for the Dublin office at Springboard Communications, I develop and implement corporate and internal communication strategies while building relationships with clients, media and other stakeholders. At Springboard, I work with purpose-driven clients to impact positive change through my influence as a strategic advisor. My previous roles as head of communications in both Aer Lingus and Vodafone honed my skills in crisis communications, media management, and cross-functional collaboration. I take pride in my ability to craft compelling stories that resonate with various audiences, while bringing impactful outcomes. Additionally, I understand the power of effective communication in shaping public perception and managing reputational risk.

I am keen to contribute to the PRII Council to advocate for the advancement of our profession and enhance the standards of public relations practice in Ireland. I believe that fostering collaboration among professionals will drive innovation and improve communication strategies across industries.

In joining the Council, I aim to support the ongoing education and development of PR professionals, advocate for ethical standards, and contribute to the evolving landscape of public relations in Ireland. I am excited about the opportunity to give back to our community and help shape the future of our profession through the PRII.