

# Spencer Matthew Gasson

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## QUALIFICATIONS

- 1996 - 1997 **University of Middlesex** (Correspondence), **London**  
Postgraduate Diploma Professional Development (Voluntary Organisations) Pass
- 1993 - 1996 **University of Brighton**  
BA (Hons) Information and Library Studies (II.ii)
- 1991 - 1993 **Brighton, Hove And Sussex Vith form College (BHASVIC)**  
3 A-Levels: Business and Information Studies (B), Media Studies (B), Sociology (B)  
RSA: Computer Literacy and Information Technology Stage 1, Pass with Distinction
- 1986 - 1991 **Patcham High School, Brighton**  
10 GCSEs: 2 As, 5 Bs, 1 C, 1 D and 1E

## TRAINING

- |   |                                      |
|---|--------------------------------------|
| Assessing client needs                    | Managing colour publications         |
| Communications officer                    | Project management                   |
| eGovernment agenda and metadata standards | NVQ assessor basic training          |
| Equal opportunities                       | PRINCE 2 basic training              |
| Fund-raising and sponsorship              | Recruitment, selection and appraisal |
| Health and safety                         | Research methodology and statistics  |
| Data protection                           | Training the trainers                |

## PROFESSIONAL BODIES

- Ordinary member of the *Library Association* pursuing Chartership programme and an Associate of the *Institute of Information Scientists* (merging to become the Chartered Institute of Library and Information Professionals)
- Member of the *Society of Information Technology Management (SOCITM)*
- Membership of the *Chartered Institute of Marketing* pending

## INFORMATION TECHNOLOGY

- Familiarity with both PC (Windows 3.1, 95, 98, 2000, ME and NT) and Apple Macintosh systems
- Individual packages which I have been trained to use include: Superbase, Quark XPress, Adobe PhotoShop, FileMaker Pro, PageMaker, ClarisWorks, MacWrite, MS Mail, MS Office (Access, Excel, Outlook, Powerpoint, Word), Dreamweaver, Eudora, Hot Dog, Hot Metal Pro, Pine, Adobe Acrobat
- Writing of web pages (including HTML coding and use of software packages) in addition to basic knowledge of ASP (Active Server Pages) and JavaScript. Trained to integrate databases into web pages
- Use of CD-ROM and online databases as part of academic studies (included: LISA, MEDLINE, BIOMED, PsycLIT, ABI/Inform, BIDS Education, Kompass, Key British Enterprises and various newspaper archives) and in subsequent employment
- Administration of email, web and file servers (using Windows NT) in conjunction with colleagues

## REFERENCES

Available on request

## PROFESSIONAL EXPERIENCE

- 11/00 - Present **Web Information Manager, London Borough of Merton**
- Managing the way in which the Council utilises new technology to deliver information and services, including re-launching internet, intranet and portal Web sites and investigating internet kiosk, digital television and WAP phone development
  - Contributing to departmental and Council wide management and planning processes e.g. Best Value, Communications Review, development of a new Human Resources strategy
  - Co-ordinating with all Council departments, local stakeholders, other public sector bodies, commercial partners and suppliers in order to achieve objectives
  - Contributing to external funding bids in conjunction with partners to develop online services
  - Acting as a resource to other Officers and elected Members in all web-related matters
  - Staff management of the Web Information Team
  - Monitoring and review of the organisations staff access to Internet policy (filtering)
- 9/99 - 11/00 **Interactive Producer, TMP Worldwide, London**
- Preparing Interactive strategies to solve client problems and meet needs including carrying out site analysis and providing consultancy in Web site development
  - Determining information architecture and user interfaces
  - Developing Interactive products and documenting associated features
  - Testing prototype sites and subsequent development ensuring that execution meets strategy
  - Representing TMP Worldwide at external conferences, meetings and networking fora
  - Acting as a resource to creative and programming teams in conception and implementation of design
  - Co-ordinating online advertising campaigns and search engine registration programmes for clients
  - Collating and distributing data relating to Interactive developments, the Internet, accessibility and the public sector
- 6/99 - 9/99 **Croydon Online Manager, London Borough of Croydon**
- Co-ordinating the development of the Council's Web site
  - Liaising with senior officers and Councillors to generate content and develop interactivity on the site
  - Managing temporary staff
  - Administration of the email and web servers in conjunction with appropriate staff
  - Producing training materials and facilitating training in the production of effective Web sites
- 11/98 - 6/99 **Information Officer, London Borough of Croydon**  
*Six-month position (subsequently extended) as part of a Department for Culture, Media and Sport/Wolfson Public Libraries Challenge Fund project*
- Co-ordinating the setting up of a Job Mart service including developing a demonstration model
  - Liaison with companies and recruitment consultants in order to establish the service
  - Developing and facilitating training programmes: introducing staff to the Internet and email system and training for web page authors, including the writing of supporting documentation
  - Updating and writing web pages including the simultaneous publication of consultation documents
  - Managing databases including cleaning of database records, improvements to the web interface and enhanced publicity
- 8/97 - 10/98 **Information Officer, Career Management Service, City University Business School, London**
- Devising, co-ordinating and evaluating service publicity and publications
  - Editing and print management of publications and webmaster for the Internet site
  - Collating statistical, destination and evaluation data
  - Developing the employer database and the Service's IT systems generally
  - Budget monitoring
- 8/96 - 8/97 **President, University of Brighton Students' Union (UBSU)**
- Recruiting and managing staff, elected officers and placement students
  - Budget holder; negotiating sponsorship and advertising with local and national businesses
  - Press liaison and co-ordination of publicity, including issuing press releases and media liaison
  - Relaunching and editing Union publications. Establishing and maintaining the USBU web site
  - Electronic mail manager and facilitation of email training
  - Chair and member of numerous Union and University committees
  - Preparation of reports, papers and correspondence; scheduling Union meetings