

Committee: **Eldon House Board**

Organization/Sector represented: **Communications and Marketing**

Name: **Mike Donachie**

Occupation: **Communications Manager and Journalist**

Work experience: **I'm Communications Manager for Libro Credit Union, leading internal and external communications strategies. Previously I was a journalist with a variety of newspapers including the Metro London. I continue to write regularly for the Toronto Star and The Courier, my hometown paper in Scotland.**

Education: **Bachelor's degree in law, with honours in public international law. Professional development in all aspects of communications, including photography, page design, search engine optimization and social media management. High school education: AAABB (UK system, of course).**

Skills: **I bring communications skills that cover a wide variety of media and messages, as well as significant experience of strategic planning, logistics, people management and labour relations. I spent 10 years as part of Perth Strathearn 200 Round Table, a voluntary organization similar to the Rotary Club, in Scotland, including a year as chair. I'm also a past board member at Eldon House.**

Interest reason: **I'm keen to renew my involvement with Eldon House, two years after pressure of work forced me to step down from the board. My circumstances have now changed so I'm open to volunteer opportunities again, and this was my first port of call. I have a special interest in historic buildings and encouraging people to enjoy them and learn from them.**

Contributions: **I hope to contribute to encouraging more public engagement with Eldon House, particularly through marketing and communications. Another area of interest is strategic planning, and the EH board recently invited me to work with them on developing an implementation process for their Strategic Plan.**

Past contributions: **I spent two years as a member of Eldon House's Board, also acting as chair of its Marketing Committee. There is also my involvement with Round Table, as noted above, and other volunteering has included helping to found a film society (to promote film as an art form) in Perth, Scotland.**

Interpersonal: **I was a newspaper journalist for 21 years and I continue to write opinion columns for two newspapers. It's true to say I am regularly paid to provide informed, lucid opinion, and to be ready to be challenged about what I say. Candour is an important part of any professional's life, because self-reflection helps us to improve and avoid stagnating. As a manager and communications professional, I continue to provide, seek and respect opinions. I have significant experience, in newsrooms and elsewhere, of working cooperatively with large, diverse groups of people.**

Interview interest: **Yes**