



Cathy Law

Development Director

Campbell College

Working at senior management and board level, Cathy has devised and delivered effective, award winning marketing and communication strategies across private, non-profit and public sectors. Throughout her 25 + year career she has continuously expanded her expertise working across a variety of organisations in FMCG, charity, education, arts, sport and tourism. With specific skills in brand development, communications and engagement strategy, she was appointed as Development Director at Campbell College in 2015, tasked with setting up a development office. As one of the first schools in Northern Ireland to establish a development office their vision is to follow best practice in the UK, delivering excellent marketing and student recruitment campaigns, increasing engagement with all stakeholders and establishing a sustainable fundraising strategy for the college. 6 years on and she is still learning...!

