



## **Jo Bullock**

### **Director of External Relations**

#### **King Edward VI High School for Girls and King Edward's School, Birmingham**

Jo Bullock has been Director of External Relations at King Edward VI High School for Girls and King Edward's School in Birmingham since April 2021, being responsible for developing and delivering strategies for the schools' admissions, marketing, communications and outreach functions. Prior to joining the schools, she worked for the Royal Society for the Prevention of Accidents for 15 years, starting out as a Press Officer and holding the role of Executive Head of Awareness and Education (encompassing the charity's policy and communications departments) at the time of her departure. Among her career highlights have been co-ordinating a year-long programme of activities to mark RoSPA's centenary, and being shortlisted in the Regional Press Awards and Mind Journalist of the Year Award during her early career as a journalist at the Cambridge Evening News. Jo is an Accredited PR Practitioner (CIPR) and during her spare time can often be found watching cricket or on a campervanning adventure with her family.

