

NMC Press Release

## **New NMC Director appointed**

### **New NMC Director brings external relations focus**

Strengthening the Nursing and Midwifery Council's external relations work is the driving force behind the establishment of a new directorate and the appointment of a new Director.

Sharon Atkinson has been appointed the NMC's first Director of External and Corporate Affairs. She will lead the directorate which will cover communications and committee services activity.

Sharon Atkinson, who is 41, is currently Head of Communications at the Commission for Social Care Inspection (CSCI). Before CSCI, she worked for the National Care Standards Commission. Earlier jobs included a spell at major PR consultancy Fleischmann Hillard and, in the early 1990s, a number of posts in the government information and communications service.

The aim of the new directorate is to enhance the NMC's corporate profile, build contacts with key organisations and strengthen public involvement in the work of the Council. The NMC also wants to create a higher profile in the European Parliament and Commission, the Scottish Parliament and Welsh Assembly.

Sharon Atkinson said:

"I want to see the NMC using innovative communications methods and channels to explain our role and the service we provide. The NMC is the biggest professional regulator in the world so it is going to be a fantastic opportunity to make an impact. Moving from the CSCI to the NMC will be seamless in that both have a primary focus on public protection."

Sharon Atkinson is expected to start at the NMC in October.

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