

WORK EXAMPLES

Victoria Clarke

HELLO

I'm Victoria, I help charities create better content. I do that in lots of ways – from copywriting to editing, SEO and UX. I've worked on major website redevelopments, created compelling email and social copy, edited complex reports, optimised content for online audiences, and more.

The following pages provide an overview of my recent projects.

If you'd like to know more about these, or about me, I'd love to chat:

victoria@victoria-clarke.co.uk



LOVERESPECT

LoveRespect is Women's Aid England's website for 14 to 24-year-olds. I was commissioned to research and produce content for a new online safety hub. I helped the team shape the content direction, suggesting and creating new topics, selecting age appropriate gifs and writing for two distinct age groups:

[14 to 17](#) and [18 to 24](#) year olds

LoveRespect

ABOUT QUIZ ADVICE STORIES SUPPORT

Sharing your socials and locations: What's right for you?

[< Back to Advice](#)

Should you share your socials and locations with your significant other? Is it committed or creepy? We take a look at why people share, what that means for trust and privacy, how to talk to your partner, what to do if you break up, and where to get help if you're worried.

Is it normal for couples to share socials and locations?

Why do some people share accounts and passwords?

All healthy relationships are built on a foundation of trust.

Trust means you're open and honest with each other. It means you're comfortable. You can talk about anything – some things are more sensitive than others. It means respecting each other's privacy.



LoveRespect

ABOUT QUIZ ADVICE STORIES SUPPORT

Digital breakups

It doesn't matter how long you were together, or the reasons for your split, breakups are tough. Social media and tech might have made finding love easier, but they can make splits more complicated.

And if you've been digitally intimate, then you'll have to handle the breakup online too. Find out what you need to do to separate your accounts and logins – after all, no-one needs their ex on their accounts.

But if you've just come out of an unhealthy relationship, or you're worried about how your partner will react if you change access to your accounts, then the most important thing is that you **keep yourself safe**.



Credit: Vicky Leta / Mashable

Separating your digital lives:

How you deal with breakup depends on your relationship with your ex, and what and where you've shared. If you're worried about your ex-partner's reaction or you've experienced abuse, then it's important you stay safe.

LoveRespect

ABOUT QUIZ ADVICE STORIES SUPPORT

Making smart choices online

[< Back to Advice](#)

Not everything you see online is true – or correct. But it can be hard to spot what's genuine, or know who to listen to. So how do you trust what you see, and make better choices about what to share?



Lies, misinformation and disinformation

Sometimes, wrong information is an honest mistake. Like misinformation. But sometimes content is deliberately misleading. That's called disinformation. Misinformation is false, misleading or incorrect information that someone shares unknowingly. It includes things like rumours. Misinformation isn't intended to harm anyone, although that doesn't mean it isn't harmful.

Disinformation is sharing false information on purpose to deceive or mislead people. The content might be completely made up. Or it might be something that's been changed to be misleading and promote a particular point of view. Disinformation is dangerous. It is often used to support hateful and harmful views, like [misgendering](#).



How misinformation harms women and girls??

Misinformation and disinformation can be harmful in lots of ways. It can be a type of gaslighting. And it can be part of a bigger scam. And it's being used to fuel hatred and harm against women and girls.

Consuming misleading content online can lead to harm (RL, Sexual and [misgendering](#) [issues](#)). It's helping create a culture that excuses and trivialises violence and abuse.

LEGACY AD COPY

I've written copy for adaptive acquisition campaigns for [Catsnake: The Story Agency](#).

These stories range between 100 and 500 words, written to a carefully targeted brief hitting specific emotions. This has included campaigns for RSPB, RNID, Canal & River Trust and National Deaf Children's Society.

**Canal & River Trust**
Sponsored

A sudden 'plop' and ripples on the water often give away this clumsy swimmer. "There's something magical about them you really can't describe," our ecologist Chloe says. Meet the water vole.

They're elusive creatures, hard to spot foraging or burrowing away by our waterways. As ecosystem engineers, their work helps other species like bees, butterflies and birds.

But with their natural habitats dwindling, they're one of the most endangered species in the UK.

That's why we're creating vole-friendly waterways.

We use innovative solutions, like pre-planting native plants along with other species like bees. It's a simple idea with a big impact.

Through conservation projects like this, we can help the water vole thrive. And more. A gift in your Will can help support our work to help wildlife thrive.

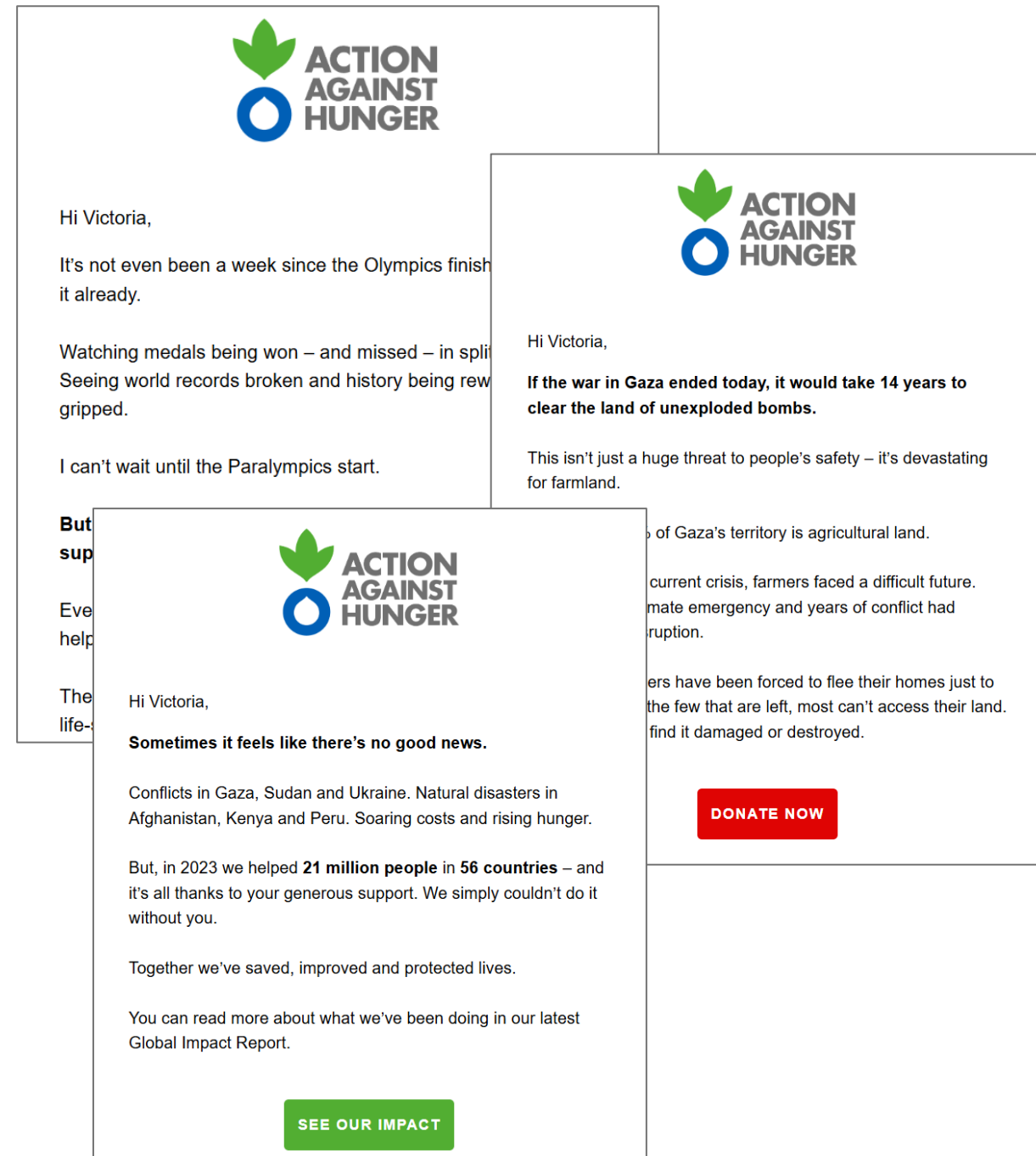


[HTTPS://CANALRIVERTRUST.ORG.UK/](https://canalrivertrust.org.uk/)
Give nature a sanctuary

**National Deaf Children's Society**
Sponsored**RNID**
Sponsored · 

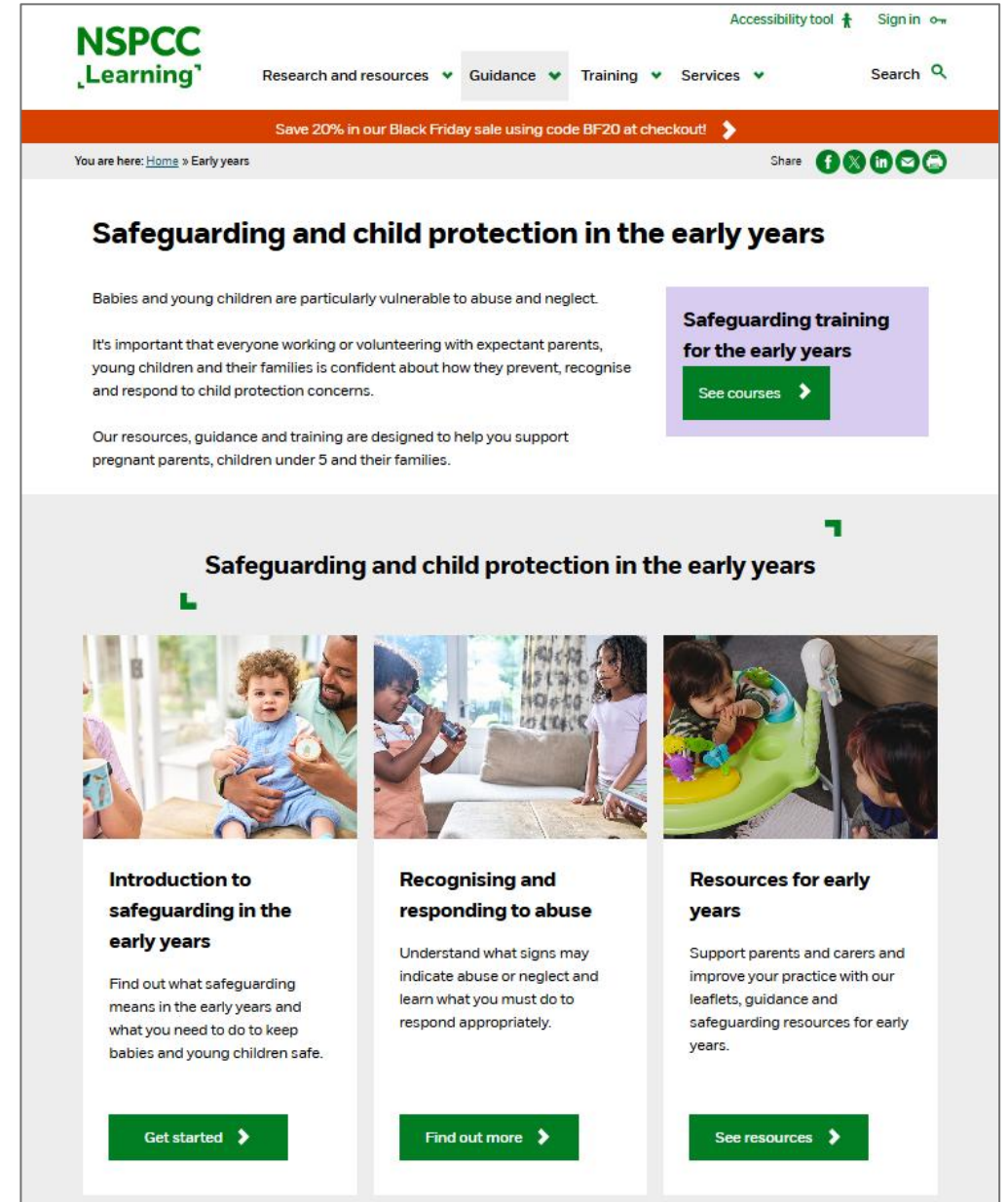
COMPELLING EMAIL COPY

Building on [Action Against Hunger's](#) successful digital mobilisation campaign, I created content for the regular weekly email – achieving some of the highest engagement and donation results from email that the charity had seen to date.



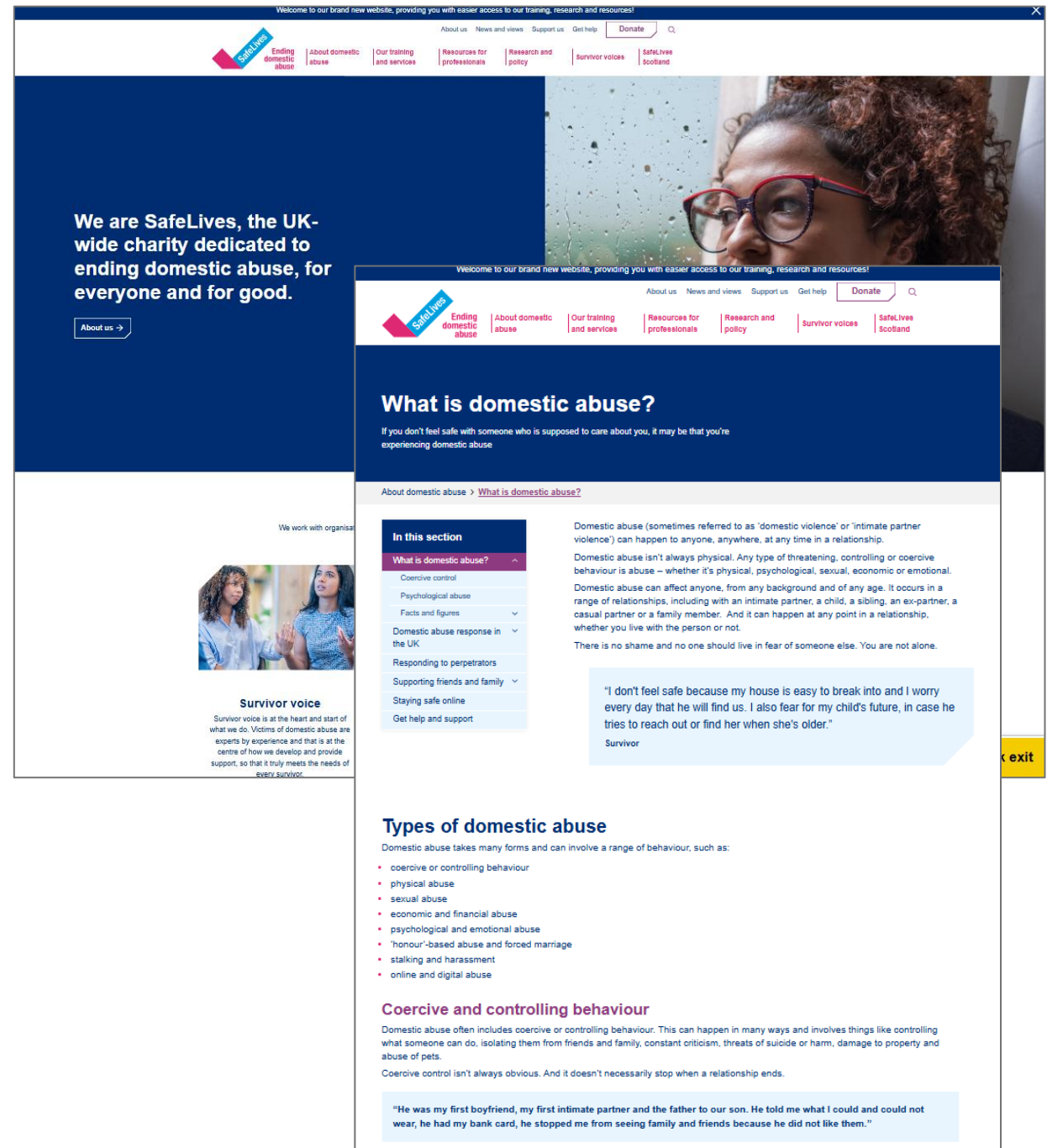
CONTENT DESIGN

NSPCC wanted to create a new section for the early years on their website for professionals, NSPCC Learning. I devised and ran internal user needs workshops and carried out search analysis to identify content gaps and requirements. I drafted new safeguarding pages, bringing the content together into a new [early years hub](#).



WEBSITE PROJECT SUPPORT

Providing project management and content support for a major website redevelopment, I helped domestic abuse charity [SafeLives](#) transform their site. With a mix of technical and creative support, I helped devise the IA, develop content formats and draft key sections.



CONTENT AUDIT

CharityComms wanted a comprehensive audit of their site to inform content strategy development and prepare for a new website. I carried out a sampled content audit, including SEO and UX analysis, producing detailed and actionable recommendations for improvements.



CharityComms Content Audit report

AUGUST 2025

VICTORIA CLARKE
CONTENT SPECIALIST
www.victoria-clarke.co.uk

EDITING

The UK Civil Society Almanac, published annually by NCVO, is the definitive publication on the state of the voluntary sector. It's widely cited by the media and used extensively by sector leaders, policy makers and academics.

Packed full of rich data and technical detail, I carried out a full copyedit for the [2024 Almanac](#) to ensure it was accessible, engaging and accurate.



Workforce: A slight decline overall but growth in hybrid working

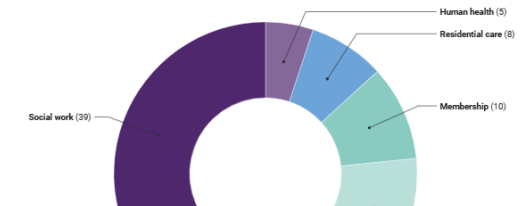
In 2024, the voluntary sector employed 978,000 people, about 3% of the UK workforce. This is a slight decline from 2023, reversing the previous year's growth.

Despite this, since 2011, the sector's workforce has grown by 30%.

Hybrid and remote working continue to rise and 39% of the workforce now work either from home or in a hybrid arrangement. This is a higher proportion than in both the public and private sectors.

Social work remains the largest employing subsector, accounting for 39% of the workforce.

Proportion of voluntary sector employees by subsector, December 2023 (%)



How many voluntary organisations are there?

BUT DON'T JUST TAKE MY WORD FOR IT:

“Victoria is an excellent copywriter and hugely knowledgeable in SEO, CRO and email marketing. The recommendations she made were hugely valuable and will have a long-lasting impact.”

Jimmy Perkins, Senior Digital Manager, Action Against Hunger

"Victoria provides creative and evidence-based content suggestions based on detailed research into user needs and journeys... In short, she is a pleasure to work with."

Holly Bentley, Knowledge Manager, NSPCC



The End.

**WANT TO KNOW
MORE?**

Email me at victoria@victoria-clarke.co.uk