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Julie McCloy, Marketing and Communications Manager

Julie joined Aviva – then Christchurch Women's Refuge - in August 2009 in a role which combined fundraising and profile raising activities for the agency.

Julie brings to the agency a wide range of marketing, communications and branding experience which she had gained in a variety of roles at Christchurch College of Education, waste recovery charitable trust TerraNova and its commercial arm Meta NZ, and Lyttelton Port Company.

Until December 2017 Julie was responsible for securing all grant funding, which provides essential income to run the agency; drafting tenders for service; and organising fundraising and promotional events. Julie also managed the agency's rebrand to Aviva in 2013, and performed marketing and fundraising function for the creation and operation of The Loft.

Since December 2017 Julie has focussed on the marketing and communications activities which support and promote Aviva, and The Loft. This includes production of all online content, newsletters and publications, drafting tender documents, community education and speaking engagements, and relationship-building and media liaison.