

processes.

The Wright stuff

Wright Communications has bolstered its staff number in response to a growing client base by adding three new team members.

First up is PR practitioner Jill Dryden, who takes on the role of general manager.

Managing director Nikki Wright says the move to appoint a general manager marks an important milestone in the firm's evolution since its inception in 2006.

"Wright Communications has reached the point where we need a senior person to manage our growing client list and growing team of skilled consultants. I am delighted to bring on board someone of Jill Dryden's vast experience and standing in the PR industry. Her strategic thinking is second to none, and she will add great value for our clients."

Elsewhere, Jill Dryden moves to Wright Communications from Star PR, where she was a co-owner. Key clients, notably Carnival Australia, have moved with Jill Dryden to Wright Communications.

Rounding off the new hires are Nicolette Brown, appointed as a senior consultant, and Jocelyn Rein as a consultant.

"Nicolette and Jocelyn have superb skill sets, with solid journalism backgrounds augmented by excellent PR agency and contracting work across a diverse array of industries and project types," says Wright.

