



Jude McVitty

Social Value Manager

What does your job entail?

I work with community groups and the ESG team at Version 1 to devise and deliver initiatives that improve the lives of our team and our community. I work with the sales team to win new business for Version 1 by creating social value proposals for local and central government departments, creating initiatives that help them support their communities. I also gather a lot of data to help Version 1 understand our social impact.

How did you get into this line of work?

I was referred for my role at Version 1 through a Digital Academy programme that Women in Business NI devised for women interested in changing career to work in technology,

Outline your career to date

I'm an excellent barista with over 10 years' experience in hospitality and customer service. I have also had an ongoing community arts practice, both coordinating and delivering programme to improve confidence and self-expression in NI. Additionally, I was a sound engineer and helped manage a recording studio in Belfast for five years before joining Version 1.

Tell us about your qualifications and training

I have a degree in choreography and an NVQ in performing arts. As part of my digital academy programme, I completed certifications in Python, Database fundamentals using SQL, and am a Microsoft Certified Data Analyst. I also have a Prince II with Agile project management certification.

What qualities are required for your job – personal and professional?

First and foremost, passion for equality. Empathy and resilience are also very important alongside excellent verbal and written communication skills – with the ability to adapt to multiple audiences some of whom are neurodiverse or living with a cognitive disability.

What is the best advice you have ever received?

Know yourself and work round that, don't try to change everything about yourself to fit into a company mould.

What do you like to do in your spare time?

I love to sing, dance, and sew but honestly, I mainly watch documentaries – there is no topic in this world I am not interested in.

Who has inspired you most in your life?

Not a single who but many. The people in community organisations I have worked with over the years, pushing to advocate for their service users and to celebrate their achievements whilst refusing to judge their mistakes. They get their hearts broken often but they come to every meeting or event full of positivity and drive for change.

What advice would you give your 16-year-old self?

The world will catch up with you, the politics of now is soon to be the past, your generation owns what happens next. I saw it with LGBTQ rights and feminism, I was progressive not weird.