

Nick Jones

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Nick Jones is the head of digital in the Prime Minister's Office and Cabinet Office. His team is responsible for the Downing Street digital communication and engagement across a dozen digital channels - such as Facebook, Twitter and Foursquare.

They also deliver digital comms for the Deputy Prime Minister and the Cabinet Office. He is a member of the Social Media Council of the Interactive Advertising Bureau and chaired the judges for Marketing's Revolution Online Awards this year.

In 2012, Nick completed four years as director of interactive services at the Central Office of Information. There his team delivered hundreds of digital projects for public sector clients such as the Royal Air Force.

Nick contributes to government guidance on social media and has lectured across Europe on how large organisations adapt to it. In 2006 Nick was seconded to the Government of Bermuda, where he boot-strapped the nascent Department of E-Government.

A former Jupiter Research analyst also co-founded New Media Age in 1994. He first went online in 1992 after getting snowed-in. He graduated from the University of St Andrews and holds a MA (Hons) in Geography.