# Joanne Whitfield

**HR Manager**

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## Profile

HR manager with four years leading HR for a 420-person food manufacturer on two sites, after four years as its HR business partner. Owns the annual people plan, leads a team of three and advises the leadership team on structure, pay and employee relations. Associate Member of the CIPD with the Level 5 Associate Diploma in People Management. Looking for a larger HR manager or head of HR role.

## Experience

**HR Manager**, *Calder Fold Foods Ltd, Wakefield* — **March 2022–present**

- Lead HR for 420 staff on two sites, managing an HR adviser, an HR officer and an HR administrator.
- Write the annual people plan with the operations director, tied to the business plan, and report progress to the board each quarter.
- Cut the share of new starters leaving in their first year from 38% to 24% over two years, with a new induction, a buddy scheme and 30- and 90-day reviews.
- Rewrote the disciplinary, grievance and absence policies to the Acas Code of Practice and trained 40 managers to use them.
- Led the HR side of moving the night shift to four-on, four-off: consultation with employee representatives and new contracts for 130 staff, agreed without a formal grievance.
- Built a monthly people report for the leadership team from the HR system: turnover, absence, overtime and vacancies, against the previous year.
- Started a succession plan for 18 key roles; five have since been filled from within.
- Coach the HR team: the HR officer finished CIPD Level 3 and was promoted to HR adviser in 2025.

**HR Business Partner**, *Calder Fold Foods Ltd, Wakefield* — **2018–2022**

- Advised production and engineering managers, about 250 staff, on casework, restructures and pay.
- Ran the consultation for 34 redundancies in 2021, from selection to appeals.

**HR Officer**, *Brightwater Housing, Leeds* — **2015–2018**

- Handled recruitment, absence and first-stage casework for 300 staff.

## Qualifications

- CIPD Level 5 Associate Diploma in People Management; Associate Member, Assoc CIPD (2021)
- BA (Hons) Business Management, 2:1, University of the Pennines (2015)

## Skills

- People plans, workforce and succession planning
- Employee relations, consultation and complex casework
- Policy writing and manager training
- HR system reports, Excel and Power BI
- Coaching and developing an HR team