

# Women IN CONSTRUCTION

EVERLAST GROUP

## Francesca Towers Head of PR & Marketing

Can you briefly explain your role at Everlast Group?

As Everlast Group's Head of Marketing, I oversee all marketing activities within the organisation. I am responsible for developing strategies, setting goals, and ensuring consistent brand messaging across various marketing channels.

What do you love about your role?

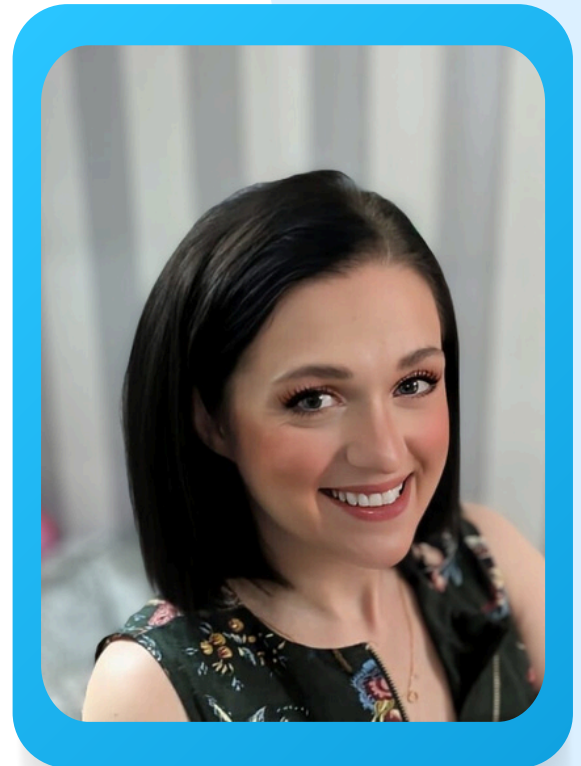
I love the variety and creativity of the role. In marketing, I have the opportunity to handle various projects at the same time, dealing with constantly changing elements that I need to stay on top of daily. It definitely keeps me on my toes!

Why did you choose a career within construction?

I didn't choose a career within construction, but I am glad it found me. I have loved every second of working for Everlast Group.

Have there been any significant barriers for you, as a woman, working in an industry that is considered 'male dominated'?

Prior to this role, I worked at a security firm - another industry historically considered as 'male dominated'. I have never felt a barrier within my career path. I've noticed a growing effort to encourage women to enter these fields in order to bridge the gap.



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# Women IN CONSTRUCTION

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What career opportunities do you believe the construction industry has to offer?

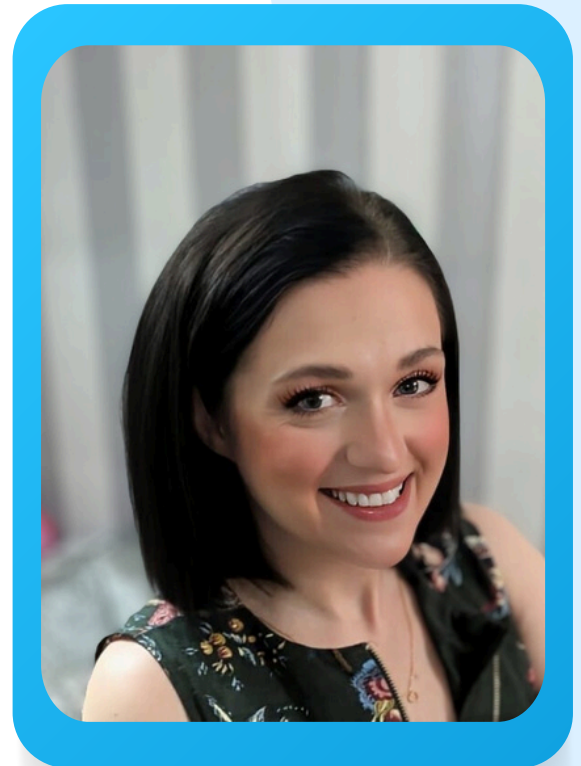
The construction industry offers an array of different roles in regards to careers. As the construction industry is so vital, there's no shortage of opportunity.

Is there any advice you would offer a woman who has reservations in starting a role in an industry that is considered 'male dominated'? if so, what would that be?

From the perspective of a woman who has only recently joined the construction industry, I can honestly and whole-heartedly say it has been amazing. To all the women out there who are considering starting their careers in this industry, I want to encourage you to go for it without any hesitation.

What do you enjoy most about working for Everlast Group?

Working at Everlast Group has opened my eyes to how I believe many companies should treat their staff members. They provide exceptional support, prioritise a healthy work-life balance, and have complete faith in their employees' ability to handle their responsibilities autonomously when necessary.



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Liz Cullen  
HR Manager

Can you briefly explain your role at Everlast Group?

As HR Manager I oversee recruitment, onboarding, training, performance management, compensation, and employee relations, ensuring compliance with employment laws. Beyond processes, our HR team focuses on creating a positive workplace, fostering engagement, and supporting business growth by delivering exceptional internal service to our people.

What do you love about your role?

I love to support and develop people. I have loved to see the growth in confidence of several of the people I recruited into the business. I have been able to give people new opportunities that they may not have otherwise had. I love the success stories.

Why did you choose a career within construction?

I didn't set out for a career in construction, but I was looking for my next challenge. After speaking with Mike Hunter about my management experience, I joined to support the Rail Division with admin and reorganisation. Since then, I've grown from Administrator to Office Manager, and now HR Manager. Along the way, I've helped shape areas of the business, introducing guides and processes to support training and new hires.



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# Women IN CONSTRUCTION

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Have there been any significant barriers for you, as a woman, working in an industry that is considered 'male dominated'?

I have encountered no barriers in this industry. I have experienced a greater sense of worth in this organisation. I feel heard and encouraged always.

What career opportunities do you believe the construction industry has to offer?

Construction offers many opportunities for women beyond traditional roles. We hire based on skills, knowledge, and experience—not gender—ensuring the best person for the job.

Is there any advice you would offer a woman who has reservations in starting a role in an industry that is considered 'male dominated'? if so, what would that be?

Keep an open mind! Construction offers great opportunities and values diverse skills. The industry is evolving beyond its male-dominated past, making it a rewarding career choice.

What do you enjoy most about working for Everlast Group?

Everlast Group offers a supportive work environment that values family life. During a challenging time, they accommodated my schedule, showing genuine care for employees as individuals, not just workers. I feel truly valued and supported in my role.



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## Michelle Hindle Business Development Consultant

Can you briefly explain your role at Everlast Group?

At Everlast Group, I am responsible for actively marketing and promoting the Everlast Brand, along with establishing and nurturing connections through participation in networking events and meetings.

What do you love about your role?

The variety of the role! I love the fact I get to meet new people almost everyday.

Why did you choose a career within construction?

I stumbled into the construction industry by chance, initially working for a steeplejack company. After that I spent 18 years in the demolition field, and then made the switch to Everlast 8 years ago.

Have there been any significant barriers for you, as a woman, working in an industry that is considered 'male dominated'?

I can't say that I have personally faced any barriers within the construction industry, but it's great to see more women in the industry now than there used to be.



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# Women IN CONSTRUCTION

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What career opportunities do you believe the construction industry has to offer?

The construction industry offers a multitude of opportunities and is an excellent field to pursue a career in. Everlast Group in particular is constantly growing and the wide range of job opportunities are endless.

Is there any advice you would offer a woman who has reservations in starting a role in an industry that is considered 'male dominated'? if so, what would that be?

The construction industry is amazing - there are so many supportive women involved. Many of my closest friends are people I've met through my work in this field.

What do you enjoy most about working for Everlast Group?

Working at Everlast Group is truly a joy for me thanks to the amazing team, strong values, and the stellar reputation that the company has built and maintained.

Is there anything you would like to add?

I would just like to say to all women looking to start their careers in this industry, don't have any reservations and just go for it! It will be worth it.



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Sam Fedzin  
SHEQ Manager

Can you briefly explain your role at Everlast Group?

As part of the Everlast Group Management Team, I oversee Safety, Health, Environment, and Quality (SHEQ), providing leadership across all divisions. I ensure compliance with legislation, ISO standards, and client requirements while promoting engagement and communication throughout the business.

What do you love about your role?

I love the variety in my role! Every day is different. Whether I'm reviewing policies, visiting sites, or attending meetings, I get the opportunity to engage with all levels of the business.

Why did you choose a career within construction?

In my early career, I wasn't sure what I wanted to do. My first construction role was as a Project Coordinator, where I developed an interest in Health and Safety. Through training and hands-on experience on site, I've built my knowledge to reach where I am today.

Have there been any significant barriers for you, as a woman, working in an industry that is considered 'male dominated'?

When I first started visiting sites, I faced resistance from some men questioning my authority. I overcame this by collaborating with the team, learning about their work,



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# Women IN CONSTRUCTION

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and showing I was there to offer advice and support to make things safer and easier for everyone.

Other challenges have included a lack of women's PPE sizes, which can pose risks, and ensuring welfare facilities are suitable for women on-site.

What career opportunities do you believe the construction industry has to offer?

I believe there are no roles in construction that aren't open to women now. From a health and safety perspective, it's crucial to have women in these roles to advocate for suitable PPE, equipment, and facilities, helping to encourage more women to consider a career in construction.

Is there any advice you would offer a woman who has reservations in starting a role in an industry that is considered 'male dominated'? if so, what would that be?

I would say that my main advice to any woman looking to start a role in the construction industry, or any industry that is considered to be 'male dominated' is to make sure that you believe in yourself and your ability. Please speak up and never be afraid to ask questions!

What do you enjoy most about working for Everlast Group?

Throughout my time at Everlast, I have consistently experienced a high level of support for personal growth. The cohesive teamwork among colleagues creates a pleasant and conducive work atmosphere.

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