

PUBLIC AFFAIRS AND MEDIA MANAGEMENT

HISTORY

1. Involved in public affairs and media management for various organisations over 15 years, including industrial companies, sporting organisations, major events and local government instrumentalities.

SKILLS AND KNOWLEDGE INVENTORY

1. Needs and opportunities analysis

- 1.1. Business profile
- 1.2. Operational profile
- 1.3. Products profile
- 1.4. Current audiences
- 1.5. Target audiences
- 1.6. Internal policies
- 1.7. Government policies
- 1.8. Impediments to trade or operation
- 1.9. Promotional opportunities

2. Strategies

- 2.1. Media awareness
- 2.2. Identification of positive and negative internal and external cultures
- 2.3. Identification of sponsorship, promotional and/or notional support for events related to target audiences
- 2.4. Identification of public programs
- 2.5. Written and electronic promotional opportunities related to internal and external needs

3. Operations

- 3.1. Program of media education, awareness and promotion
- 3.2. Strengthen internal communications to enhance positive and negative cultures
- 3.3. Sponsorship and/or notional support of key events involving target audiences
- 3.4. Involvement of staff in public programs
- 3.5. Development or enhancement of web-based promotional opportunities
- 3.6. Establishment of data-points and key performance indicators, and collection of relevant information.
- 3.7. Sourcing of external or co-operative funding for undertaking projects

4. Assessment and reporting

- 4.1. Collation of data and comparison with data-points and KPIs to determine reach
- 4.2. Assessment of qualitative data to determine effectiveness of campaigns
- 4.3. Compilation of reports for senior management on strategies, progress and outcomes.