

JANE GARDNER

CONTACT



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<https://janegardnermedia.jouropportfolio.com/>

SKILLS

Integrated Communications

Strategy

Social Media Strategy

Budgeting

Speechwriting

Ambassador Relations

Writing & Storytelling

Stakeholder Management

Government Relations

Opinion Pieces

Team Leadership

Research Design & Analysis

Media Training

Crisis Media Management

Content Development &

Strategy

Youth Mentoring

Public Speaking on Panels

International deployments

EDUCATION

BACHELOR OF JOURNALISM

Griffith University

Gold Coast | 2004

LEADERSHIP FOR TODAY

International Association of Coaching

Melbourne | 2018

PROFILE

I have 15 years' experience delivering high-quality, national news agenda-leading communications projects in science, international development, health and human rights. I am highly-skilled at media relations, journalism, team leadership/coaching, advocacy (inside and outside track), influencer and partner relations, campaigning, communications strategy, social media and multimedia content strategy, with experience in effective media crisis management.

I regularly design media and advocacy products that set the daily news agenda, ultimately shaping policy and reframing public opinion, bringing influential people into our orbit and leading to policy change. I am an exceptional communicator, persuasive writer and strategist with an undying passion for science, academia and human rights.

RECENT PROFESSIONAL EXPERIENCE

September 2020 – present: General Manager, Advocacy & Communications at YSAS

A senior contract role to design and deliver the organisation's first Advocacy Strategy, including implementing systems, establishing baselines and change goals, designing their social media and communications strategies, authoring and operationalising media/crisis comms policies, training executive and senior staff in media skills, building the communications function from scratch (including building a team), identifying stories and designing a content strategy, launching their social media channels and setting up safeguarding processes for youth media and communications engagement.

2016– 2020: Media & Ambassador Manager at Plan International Australia

Managing all proactive and reactive media, ambassador relations and a team comprising two media officers and multimedia producer. Oversight of budgets. Coaching staff and youth activists in media skills. Placement of opinion in high profile media outlets, including profile building of CEO and executives. Managing media and VIP field visits to international projects. Leadership role in risk mitigation and crisis communications. Managing all content strategy and collection for external communications (video, photography, infographics etc.). Running the organisation's Twitter account as an influencing tool. Stakeholder liaison and management. Regularly acting as Director of the Advocacy and Community Engagement Department, leading a unit of 13.

- Designed, ran, analysed and created all media and communications materials for a series of major research reports on gender equality that **generated front page news**, led news bulletins, were widely cited in Parliament and led to policy changes.
- Led the national media and communications for International Day of the Girl, **achieving 90% share of voice among top competitors** consistently each year (in addition to raising their profile from 2% SOV to 30%+ SOV).
- Established Plan International's highly successful Ambassador Program
- Undertook a month-long deployment as Communications Specialist to the Rohingya Refugee Camp in Bangladesh in December 2017
- Project managed the production and launch of Plan International's first ever podcast, *Sexism and the City*, **which reached number 2 in the iTunes charts in the week of its release**.
- Key member of the Plan International Risk Assessment Team, managing all reputational risks both in Australia and globally.
- Organised and led an international media managers' conference in London to develop smarter ways of working, which led to **implementation of improved performance across the entire Federation of 21 national offices**.

TECH SKILLS

Microsoft Office & Teams

Meltwater

iSentia

Tweetdeck

Skype for Business

Zoom/videoconferencing

Google Analytics

PI Dashboards

DLSR Photography & Editing

iPhone photography

Video editing tools

Photoshop

InDesign

Sitecore CMS (web)

AccessAP Budgets

NetSuite

Adaptive Planning

PROFESSIONAL EXPERIENCE

2014– 2016: Media Manager at the University of Melbourne (MDHS & Central Newsroom)

Managed media and communications for the most prestigious and highest ranked Medical Faculty in Australia. Triaged incoming media enquiries, arranged studio crosses, trained academics to be camera-ready, advised on messaging and developing media-ready content packages to launch research reports. Reputation management. Coordinated large media events and high-profile visitors (e.g. Al Gore). Media manager leading a team of six.

- Project-managed and produced all communications, media, multimedia materials and media strategy for the University of Melbourne's single biggest public relations moment: the announcement of the Bionic Spine (allowing paraplegics to walk with the power of thought), research that made the cover of several international magazines and was **endorsed by President Barack Obama**.
- Ran multiple media campaigns amassing huge international and national coverage for Australia's number one University, looking after its largest faculties, Science and MDHS.
- Attended to incoming media calls in Australia's busiest university media team, an average of 10-20 reactive calls per day, including facilitating live crosses from the in-house studio.
- Achieved **outstanding international coverage** including the New York Times, New York Magazine, Huffington Post, Men's Health UK and USA, Washington Post, BBC, Al Jazeera.
- Media trained academics with no prior media engagement for large campaign and managed a vast array of delicate stakeholders, from faculty heads, academics, partner organisations, funders, students and media.

2011- 2014: Senior Media Advisor at VicHealth

Media relations, spokesperson training, CEO profile building. Government relations, including managing joint interagency media launches and events, management of the annual awards ceremony. Ran the national launch of a major national research project, the NCAS (National Community Attitudes Survey of Violence Against Women), work which was the foundation for the establishment of Our Watch.

2008- 2011: Communications Advisor at Beyond Blue

Responsible for media outreach, established the Beyond Blue 'lived experience' youth ambassador program, press conferences, research launches, development of fact sheets and resources, speech and opinion writing.

2006- 2008: Senior Reporter at Sunshine Coast Daily newspaper (police rounds)

Acting as a key member of the editorial staff, this role involved reporting front page daily news on crime and emergency services related matters, writing feature and human interest pieces, running community campaigns, interviewing, writing, social media etc.

2004- 2006: Reporter at Northern Star newspaper (health rounds)

Writing, reporting, nurturing contacts and valuable insider sources within the health system. Ran multiple community campaigns (including More Beds for the Base). Led a major newspaper campaign on deaths of young drivers in Lismore which resulted in changes to the law for Provisional Drivers, winning the **APN Australia & NZ Journalist of the Year** award for this work.