

EXAMPLE – PROFILES, OBJECTIVES, SKILLS & ATTRIBUTES

Communications

EXAMPLE 1

CAREER PROFILE / OBJECTIVE

With more than 20 years working in the Australian media, I am an editor, writer and communications specialist - passionate about telling great stories, writing interesting opinion pieces and discussing the latest issues from politics to bike riding and everything in between.

Social Media is second nature and I can write content for online (WordPress and other websites) and print. I have a strong sense of leadership and am very capable at teaching writing techniques to my team.

I am seeking a position as a **Senior** or **Managing Editor** with a news, lifestyle education, health or Not-for-Profit organisation which will utilise my leadership, editing and writing skills (both print and online). Alternatively, a challenging position as **Manager of Communications** which will offer scope for career advancement.

SKILLS & ATTRIBUTES

- Flexible team leadership style, able to mentor, train and get the best from team members
- Strong writing, editing and proofreading abilities. Can easily translate technical information to make stories easy to understand for any target audience including planning, medical, education etc.
- Excellent grasp of social media (Facebook, Twitter (Tweetdeck), Flickr, YouTube & Vimeo)
- Able to meet tight deadlines, multi-task, manage and prioritise my workload and projects
- Computer literate with an advanced level of knowledge using the MS Office, Outlook, Cybernews, and Mac programs
- Excellent online knowledge including CMS and some Html
- Take pride in my work and set high standards for myself, to ensure the work I produce is of a consistently high quality
- Proven ability to liaise with external and internal stakeholders including organisational members, government, printers and Graphic designers and more
- Positive and happy team member but also able to work autonomously
- Loyal, honest and reliable
- Cheerful, friendly, outgoing with a great sense of humour

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EXAMPLE 2

PROFILE

More than 15 years Government sector communications experience with at least 5 years in senior positions successfully working as 2IC and acting Director of high profile Agencies/Government Departments and Statutory Authorities.

I am a genuinely creative and innovative, lateral thinker with high-level communication abilities. I have extensive and broad ranging experience proving strategic advice on high profile and complex portfolios to the Secretary and Senior Executive. My earlier career included 5 years as a Newspaper Journalist.

SKILLS & ATTRIBUTES

- Exceptional people leadership leading teams of up to 50 high performing communications staff, contract and casual employees
- Demonstrated ability to lead and implement effective communication strategies including major transformational change
- Leveraging relationships with the media and using influence to promote public policy, major projects and investment
- High emotional intelligence
- Demonstrated experience in major emergency and crisis communications including bushfires, flood and for complex and high profile areas including corrections
- Strong issues management including horizon scanning and risk mitigation
- Excellent verbal and written communication including speech writing, annual reports, media spokesperson
- Developing positive relationships with executives, journalists, ministerial offices, external vendors and relevant stakeholders such as corporate program partners
- Experience overseeing end-to-end production of major marketing campaigns including research and development, creative and content negotiating with external vendors and channel planning strategy
- Demonstrated ability to resolve conflicts and drive successful outcomes
- Highly self-motivated, versatile and resourceful
- Flexible and able to work independently and in a team environment

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EXAMPLE 3

PROFILE

A highly skilled, professional and energetic Communications Executive / Senior Manager, with a deep understanding of contemporary Australian rural / regional affairs from key perspectives, including the community, industry and government.

Sound judgement, creativity and technical 'know-how' across all media, ensures that successful delivery of 'the message' remains the key outcome from all professional undertakings. This rich career experience derives from a blend of senior executive positions, freelance assignments and contract roles in event management, journalism and strategic communication.

CAPABILITIES & ATTRIBUTES

- **Outstanding communication skills**, and well-tested ability to liaise and interact successfully with various personalities and organisational cultures as essential attributes in developing / coordinating results-driven marketing and promotional activities
- **Multitasking and management of deadlines**, combining strong organisational, work planning and time-management abilities to ensure 100% task completion, often while working under pressure in changing circumstances and always guaranteeing good attention to detail
- **Highly developed problem solving skills**, combining excellent reasoning and analytical abilities with strategic assessments, to develop innovative solutions in often difficult situations; demonstrating a highly inventive mindset and ability to deliver results
- **Strategic planning capability**, as demonstrated by experience in creating and deploying marketing strategies based on sales and marketing plans, which boost activity at critical times to provide the sales department with full support to achieve its targets
- **Campaign management and leadership qualities**, exercising initiative, sound judgment and decision-making, supported by a strong work ethic and wish to 'own'/manage projects to completion
- **Strong PC user** and a quick learner, with advanced skills in Microsoft Office (Word, Excel, PowerPoint, Outlook), CS5 (Photoshop, Illustrator & InDesign), various CRM's, Internet, social media
- **Advertising and marketing theory and practice** in graphic design software, and experience in communicating effectively with Advertising Agencies, Designers and Printers, to see projects through to their completion
- **Marketing management** experience, incorporating market research and analysis; formulation of strategic plans to take account of tactics and opportunities which gain results and encompass marketing concept / segmentation and product life cycle
- **Branding knowledge**, with related expertise in measuring advertising effects, concepts of brand equity, and subsequent advertising campaigns and management
- **Strong community engagement** matched with strong leadership and empathy which consistently supports the objective of generating a respectful environment between all stakeholders

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EXAMPLE 4

PROFILE

Following my early career in the food industry, I have spent the last fifteen years leveraging my analytical capabilities, insight and creativity to support the marketing, communication, strategic and sales goals of my employer. This began with five years in strategy and new business at some of Australia's leading web strategy firms. I then joined Company ABC and spent a decade in Corporate Affairs supporting the CEO and senior management, before becoming Executive GM of Corporate Affairs in 2011.

As a passionate advocate for customers and a strong believer in research-based decision making, I am genuinely creative and innovative, a lateral thinker and a skilled communicator.

KEY CAPABILITIES

Research & Analysis

Skilled in statistical consumer analysis and both financial and non-financial performance and market tracking. Well versed in several statistical platforms such as Roy Morgan Single Source. Also experienced in utilising web analytics to drive consumer insight.

Strategic Insights

Recognised for 'seeing the story behind the data'. Demonstrated ability to leverage research into strategic insights and solutions that drive value to both employers and consultancy clients. Regular participant in corporate strategy and decision-making forums and providing media commentary on marketing and e-business trends.

Financial Analysis & Investor Relations

Experienced in analysing corporate financial performance as well as industry revenue and other financial trends. Considerable experience supporting the Investor Relations function as well as preparing performance reports and strategic update presentations on behalf of the CEO.

Communications & Corporate Affairs

Highly skilled in producing powerful strategic content, such as speeches, presentations, blogs, media releases, video, white papers and reports. Also experienced in web strategy and content.

Innovation & Change Management

Experienced in a significant number of change management programs in areas such as strategic realignment, vision and values rebranding and product revitalisation initiatives.

Leadership & Team Management

Effective people manager with ten years Corporate Affairs management experience including nine months as Head of Corporate Affairs.

Stakeholder Engagement

Highly experienced working with and influencing internal and external stakeholders including CEO's and executives, investor and industry analysts and marketing services and research suppliers.

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EXAMPLE 5

PROFILE

A solution driven Communications Professional, dedicated to ongoing improvement within the field. I have over 10 years' experience in external and internal communications across multi platforms.

With a proven track record and expertise working across Victorian higher education, not for profit and private sectors, I apply knowledge from my Masters in Communications.

I am dedicated to ongoing improvement through practicing empathy and researching the organisation by working closely with colleagues.

SKILLS & ATTRIBUTES

- Strong organisation and planning with the ability to prioritise workflow to meet deadlines and flexible in catering to changing demands
- Use lateral thinking to find solutions to problems which may arise
- Developing rapport with stakeholders and colleagues with the ability to liaise at all levels
- Highly effective public speaking to present on behalf of the communications team or speak to specific projects
- Strong in editing and summarising material with high attention to detail
- Engaging audiences at all levels through traditional and digital media platforms
- Active listening taking an empathetic and objective approach with an aim to allow others to feel heard
- Highly intuitive, patient, self-motivated, committed and trustworthy
- Web Editing - Squiz Matrix / WordPress / SharePoint
- Social Media Publishing - Hootsuite / TweetDeck / Facebook Publishing Tool
- eDMs - MailChimp / Campaign Monitor
- Level 1 Adobe Suite - Reader Pro / Illustrator / Photoshop / InDesign

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EXAMPLE 6

PROFILE

Highly skilled communication professional with significant experience assisting government, not-for-profit, and corporate organisations.

I connect words and thoughts to tell credible, simple, clear, compelling stories that help organisations be understood, gain support for what they are trying to achieve, and get the outcome they are seeking to achieve their business objectives.

CAREER OBJECTIVE

I am looking for a part-time senior communication role that will use my experience in planning, project management, clear thinking, and turning complex information into credible, clear, simple, compelling messages.

SKILLS & ATTRIBUTES

- Providing communication support to staff to help them tell their stories to achieve business objectives
- Engaging with staff across all levels of an organisation
- Engaging internal and external target audiences to get the result being sought
- Listening, working with others, and sharing stories to inform, engage, and give others a voice
- Planning and effectively managing projects to get the job done
- Managing competing priorities to meet deadlines
- Thinking clearly, and writing in plain English for people without subject expertise
- Helping organisations introduce, embed, and reinforce new ways of doing business
- Writing key messages and conveying them consistently across all communication
- Producing high-quality communication all of the time
- Turning complex information into a clear, simple and compelling story
- Continuously developing or improving policies and processes to get the job done better
- Using digital technology including website (WordPress), campaigns (Mailchimp), social media (Hootsuite, Sprout Social, Twitter, LinkedIn, Facebook), video (Vimeo), Google business, Google webmaster, Intranet, Microsoft 365, and SharePoint
- Lead by example: consistently professional, ethical, accountable, respectful, self-aware, kind, helpful, with lots of initiative
- Growing with the organisation