



Communications Specialist:

- Internal Communications
- Employee Engagement
- Marketing & Promotions

Career profile

I am a self-motivated and customer focused communications professional seeking a role assisting in the development and implementation of effective communication strategies.

My strong communication skills, and understanding of finance and IT processes, make me suited to a position where complex technical or business concepts need to be communicated in a simple and engaging way to both internal and external audiences. My writing experience allied with practical expertise means I can manage most communication projects from concept to delivery with minimal supervision or assistance.

Having worked as a communications specialist at one of Australia's leading pension and investment platform providers, I now wish to progress my career further by gaining a communications role in the United Kingdom.

Employment history

Westpac Banking Corporation • SYDNEY

Westpac is Australia's oldest bank. For five years I worked in their Wealth Management division (BT Financial Group) which provided a range of investment platform and pension products. During this time I held a variety of Marketing Communications and Customer Service positions.

Communications Consultant (May 2006 to April 2008)

This strategic role was responsible for communicating the vision and activities of the Customer Relations business unit internally, and promoting the area to the rest of the bank and externally within the Customer Service and Contact Centre industries. During my time in this role employee engagement scores in the annual staff survey increased by over 19-percent. Duties included:

- Planning internal communication and change management activities. The contact centre was a dynamic area with changes constantly occurring such as legislative updates, organisational restructures, and new product launches. I provided support and counsel on matters such as leadership communications and the appropriate methods to cascade relevant information to employees. Under my direction the communications category in the annual staff survey increased by 20-percent for my business unit.
- Writing and preparing submissions for external industry awards programs. During 2007 every submission I was involved in producing resulted in a win in the respective award category.
- Researching and writing feature articles for inclusion in a variety of publications – quarterly investor magazines, industry journals, and annual reports.
- Creating branded materials and marketing collateral to support and promote business initiatives. This involved writing, editing and desktop publishing items such as posters, newsletters, email templates, and information packages. Some of these materials were considered so successful that they were adopted by other areas within the organisation to communicate with and motivate their people.
- Structuring and producing a monthly management report for distribution to people managers and members of the Executive team. This report included qualitative and quantitative information on the contact centre and analysis of business issues. This analysis was sourced and prepared by me.
- Establishing a forum between operational and contact centre management. This weekly meeting covered any issues that had been raised by either customers or employees regarding a business process or product feature. I chaired the meeting and prepared a summary of the issues and action items, appropriate for distribution to a business-wide audience. This showed in a transparent way the progress made through the forum. A case-study of this forum was included in a Customer Service industry journal.

Content Manager (January 2004 to April 2006)

This 'hands-on' technical writing and web-development role was responsible for managing the intranet-based knowledge management tool. This tool housed a library of documents on the organisation's products, procedures, systems and marketing material. Duties included:

- Sourcing information on changes and issues in the business, and transforming this into documents that were relevant and accessible to a company-wide audience. In addition these documents needed to include the appropriate information to effectively handle customer queries.
- Migrating the information and users to a new knowledge management tool. Technically, this involved defining the structure of the new tool so it was logical and reflected the structure of the business as closely as possible. From a change-management perspective, I ensured employees were confident accessing information on the new system by facilitating training sessions, and established a process to ensure all feedback was captured and addressed.
- Mentoring and supporting the Technical Specialist team. This second-line support group was responsible for resolving escalated and complex customer and internal queries, and provided assistance in sourcing and uploading content to the knowledge management tool.

Customer Relations Consultant (May 2003 to December 2003)

This phone-based position had an intensive six-week induction period which included obtaining industry recognised PS146 qualifications to give limited financial advice. After three months taking customer calls I was regularly obtaining over 95 percent in my performance scorecards.

Halliburton KBR • LONDON

This energy and construction company has over 100 thousand employees globally and boasts American vice-president Dick Cheney as a former CEO.

Communications Specialist (June 2001 to October 2002)

Working within the Europe and Africa IT Service Centre, it was my responsibility to ensure that all internal communications and training activities occurred in a timely and effective manner. Duties included:

- Development of business unit intranet sites using Photoshop, HTML and JavaScript.
- Producing newsletters to promote the IT area and encourage efficient use of company technology.
- Organisation of business unit seminars and communications so that IT employees were aware of their business unit's activity and priorities.
- Liaising without out-source providers to provide software training. This could be for individuals, or groups of several hundred people, and meant negotiating to ensure the best price and instruction possible.
- Managing communications for an enterprise-wide system upgrade from Windows 95 to Windows XP. This involved creating a brand for the upgrade, developing appropriate channels for feedback, developing a portal for project information and producing instructions and copy for technology issues that arose during the deployment. Several communications I authored were later used as templates for deployments in other global regions.

Sausage Interactive • SYDNEY

Working at this leading interactive organisation, I gained experience producing websites and cd-roms for brand name clients such as AOL and ING.

Interactive Interface Developer (November 1999 to April 2001)

I was a bridge between the design and development teams, briefing producers and project managers on production issues, and ensuring developers and programmers were aware of any changes in scope or product design. As a developer, I produced websites and cd-roms using HTML, Javascript, Fireworks and Photoshop.

Education

- **Master of Commerce • Australian Business School (present)**
Currently studying part-time via correspondence.
- **Bachelor of Arts (Media and Communications) • University of NSW (1999)**
A generalist communications degree which included modules on emerging new media technologies.