



Rebecca Byfield

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Communications Manager

Strategic / Creative / Connected

A Communications Manager with more than 15 years' experience implementing communications and mass media strategies for corporate and government industries.

Primary Skills:

- Excellent internal, external and online communications strategy and management
- Strong team leadership, talent mentoring and behavioural based interviewing skills
- Graphic design skills in Adobe InDesign, Adobe Photoshop, Publisher, PowerPoint, and WordPress
- Thorough understanding of social media planning, strategy and management on Twitter, Facebook, LinkedIn, Google+, Tumblr, Pinterest, StumbleUpon, YouTube and many more
- Mass media planning and management including digital and traditional media
- Public and community relations, stakeholder management, employee relations, corporate affairs, crisis management, and event management
- Marketing, advertising and copy writing including advertorials and media releases
- Market research, branding, sponsorship, and business development
- High level verbal, written and interpersonal communications
- Creative direction, and strategic research
- Government and GBE experience. Previously held Top Secret clearance with Australian federal government

Key Accomplishments:

- Developed a monthly supply chain newsletter for Gartner's under-utilised supply chain, transport and logistics clients that has now been accepted and rolled out globally. Increased usage of Gartner research within Australian and New Zealand media channels
- Strategic implementation of social media marketing and communications plans
- Successfully delivered more than four news stories a day, including financial reporting for Bauer Media's Supply Chain Review news portal
- Successful management of RBFs Enterprise Bargaining Agreement (EBA) communications project, delivering the signed agreement two months ahead of schedule
- Led tactical redesign and editorial restructure of Fahan School's flagship publication, adding \$15,000pa to the marketing budget through advertising revenue. Successful implementation of online communications plan for Fahan that resulted in an 80 percent increase in social media, website and intranet interaction. Led the roll out of Fahan School's Capital Appeal, raising \$400,000 for new classroom development

**Public Relations
Consultant**

[Gartner Australia](#)
2014

Gartner is the world's leading information technology and supply chain research and advisory company.

Responsibilities:

- Publish weekly IT newsletter, and monthly supply chain newsletter summarising Gartner's latest news and research for Australian and New Zealand media channels
- Promote Gartner activities and research through social media channels
- Media relations and content management
- Achieve corporate goals to increase industry clients and quality media coverage throughout Asia Pacific target region
- Compile press releases and feature articles based on Gartner research
- Public relations and event management for Gartner symposiums, summits and exhibitions

Key achievements:

- Developed and implemented a monthly supply chain newsletter for Gartner's under-utilised supply chain and logistics clients that has been accepted and rolled out globally
- Leveraged prior knowledge of IT, supply chain and logistics industries to better position Gartner analysts and research within Australian and New Zealand media channels

**Communications
Projects and Executive
Support**

[Tasmanian Public Finance
Corporation](#) (TASCORP)

2011 – 2014

TASCORP's purpose is to raise funds in domestic and offshore capital markets to lend to public sector clients.

Responsibilities:

- Manage corporate communications, annual reporting, and monthly board papers including preparation, proof reading and editing to ensure integrity, consistency and quality control
- Manage written and interpersonal communications between senior management and board of directors

Key Achievements:

- Successfully project managed and delivered TASCORP's 2012/13 and 2011/12 Annual Report and Financial Statements

Business Journalist

[Supply Chain Review Bauer
Media Group](#)
2011 – 2014

Bauer publishes over 80 magazines in Australia for a total circulation of more than 85 million copies.

Responsibilities:

- Source, write, and deliver daily content for Bauer Media's Supply Chain Review news portal
- Deliver two feature articles per month for print publication
- ASX financial reporting on supply chain, logistics and transport companies
- Key stakeholder management of government, industry and media contacts

**EBA Project
Communications
Manager**

[RBF](#)
2013

In early 2013, RBF, Tasmania's public sector superannuation fund, renegotiated its Enterprise Bargaining Agreement. My role in the short-term project was to manage key communications to internal and external stakeholders.

Responsibilities:

- Work in conjunction with project team (Ops Manager, HR Manager, Project Director, and Chief Legal Counsel) to plan, prepare and manage the dissemination of key messages to key stakeholders using a range of social, digital and traditional media (social media, intranet, newsletters, reports, brochures, minutes and face-to-face presentations)

Key achievements:

- At a time when other government EBAs were plagued by bad media, union stalling, and general staff discontent, we were able to complete negotiations in four months and deliver a successful ballot two months ahead of schedule

**Marketing and
Communications/
Editor-in-Chief**

[Fahan School](#)
2012

Fahan is Tasmania's best-ranked girl's school, and one of the Top 50 in Australia.

Responsibilities:

- Manage internal and external communications including newsletters, online content (intranet and website), and corporate communications
- Increase social media and online interaction
- Increase local and international boarding enrolments
- Media management and public relations including media releases, media liaison, and press coverage of Fahan events
- Editorial and creative leadership of Fahan's flagship publication, Fahan in Focus
- Assist Marketing Manager with marketing, advertising, event management, business development, and crisis management

Key Achievements:

- Led tactical redesign and editorial restructure of Fahan in Focus. Leveraging my background in journalism, I changed the publication from a compilation of student and faculty reports to a full editorial-style publication with news, interviews and feature articles. Achieved budget neutrality on the first issue, and added \$15,000 to the marketing budget on the second issue through advertising revenue – the first of its kind
- Successfully implemented an online communications plan for Fahan that resulted in an 80 percent increase in social media, website and intranet interaction
- Led the roll out of Fahan School's Capital Appeal, raising \$400,000 for new classroom development
- Implemented a communications plan that avoided a major crisis during the problematic changeover of Early Learning providers

**Freelance
Communications and
Journalism**

[Aussieicon Consultancy](#)
1999 - current

Delivered a number of communications and research projects for government and private industry clients including Red Jelly, Tasplan, Hobart Airport, University of Tasmania, Hewlett Packard, Qantas, Lucas Arts, PNG Tourism and PNG Dive Association. Successfully managed an 18 month study on HIV/AIDS for PNG Health, AusAID, and ACIL Allen compiling and editing data from thousands of interviews with locals from 22 provinces and more than 600 language groups. Contributed freelance articles and profile interviews to a range of newspapers and magazines in Australia and overseas.

**Editor-in-Chief and
Managing Director**

[The Writers' Shack](#)
2012 - current

The Writers' Shack is an online resource and launching platform for the next generation of writers, bloggers and creative professionals.

Responsibilities:

- Editorial and creative direction and design
- Staff management (28 international writers)
- Strategic social media and SEO planning and management
- Fiscal and general management
- Stakeholder management

Key achievements:

- Successful social media and online marketing strategies has seen consistent growth - up from 100 visitors a month in September 2012 to more than 6000 unique visitors a month by June 2014, and a social media network that includes more than 18,000 Twitter followers – the largest Twitter network in Tasmania – and a combined social media reach of more than 1 million users
- Strong editorial direction has seen the site extend its publishing rate, from 1 or 2 posts per week in 2012 to more than 10 a week.

Other roles:

Marketing and Administration Assistant – [Bechtel Australia](#) (2010 – 2011)
Editor – Property World Middle East (2006)
Columnist – [Post Courier](#) (2003 – 2006)
Executive Assistant to Australian Ambassador – [DFAT](#) – PNG (2001 – 2004)
Market Research Consultant – [Market Metrics](#) (1995 – 2001)
Various other communications and administrative roles (1988 – 2000)

Education:

Advanced Diploma Journalism – [Australian College of Journalism](#) (ACJ)
Diploma Public Relations and Marketing – ACJ
Diploma Editing and Proof Reading – ACJ
Diploma Writing for Children – ACJ
Diploma Travel Writing – ACJ
Certificates and training in: social media marketing for businesses, business writing, structuring and writing reports, advanced interpersonal communications, understanding different communication styles, behaviour based interviewing, Adobe InDesign, Microsoft Office Suite 2011