Melanie Gibbons

ELM COMMUNICATIONS

Work Experience

DIRECTOR & CONSULTANT

Elm Communications | June 2018 - Present

Following a successful public service career I decided to put my knowledge and experience into my own business. I am focused on supporting government agencies and local Canberra institutions to improve their communications from the inside out. I love working with a diverse range of clients to provide high level communications plans and detailed long term strategies. I support teams to consider what services they are providing and how they can be adding maximum value to their organisation.

COMMUNICATIONS MANAGER

Clean Energy Regulator | October 2011 - June 2018

As the Manager of the Communications section, I was responsible for the direction and implementation of all internal and external communications, including online, graphic design, media, issues management, stakeholder engagement, events and issues management. My role was to provide strategic advice to business areas and the executive on the schemes we administer and the reputation of the agency. Key achievements:

- Establishing the communications function for the agency has been the most significant achievement of my career. This included building a team of communication professionals, developing the branding, development of a website/intranet and new content, set the positioning and messaging for the agency and manage the change on transitioning staff.
- Launch of the Carbon Pricing Mechanism, the Emissions Reduction Fund and Safeguard Mechanism.
- Receiving the Chief Executive Officers award in 2017 for consistent delivery of exceptional communications.
- Establishing a resilient team culture that has resulted in strong APS survey results year-on-year.
- Delivery of projects including launching new website and intranet.
- Delivery of a strategy to define and embed a new internal culture.

About

I am a highly motivated and passionate communications professional. My focus is on providing strategic advice that considers the operating environment to deliver messages to the right audience through the right channels. Varied roles, in public, private and not-for-profit sectors have given me experience in strategy development, stakeholder engagement, issues management, digital creation, and internal communications. My strengths lie in being able to quickly get across an issue, analyses a situation and identify an appropriate communications response.

CONTACT

0432 866 382

hello@elmcommunications.com.au

SOCIAL

melanie-gibbons

@ElmComms

MEDIA OFFICER & MEDIA DIRECTOR

Department of Climate Change & Energy Efficiency | November 2009 - October 2011

In this role I was focused on providing issues management advice, and media and event management. I managed a team to respond to media enquiries and deliver a range of proactive communication products to support policy and program announcements. Key achievements:

- The media launch of the Clean Energy Future package this included the preparation of over thirty media releases and a range of other support products, the management of the event, engagement other government agencies, the Minister, Prime Minister and Treasurers Offices.
- Management of Home Insulation Program media and closure program.

ASSISTANT DIRECTOR, CHILD SUPPORT COMMUNICATIONS

Department of Human Services | June 2007 - October 2009

- Launch of the “Family separation: a guide for teens” publication a key result was gaining $1.8 million in advertising value through media coverage. This record breaking media coverage resulted in more than 1000 books being distributed in the first month and 2500 visits to the dedicated website.
- Delivery of a comprehensive compliance communications strategy targeting parents systemically not paying child support.

Previous experience

SENIOR COMMUNICATIONS OFFICER

Southwark Health and Social Care UK | September 2006 - March 2007

MARKETING MANAGER

Age Concern Westminster UK | April 2005 - August 2006

PUBLIC RELATIONS EXECUTIVE

UK Trade and Investment | November 2004 - March 2005

MEDIA ADVISER

ACTEW Corporation Limited | September 2003 - September 2004

MARKETING CO-ORDINATOR

Australia International Hotel School | October 2002 - August 2003

Education

IAP2
Certificate of Engagement | Aug 2024

GLOBAL COMMUNICATIONS CERTIFICATION COUNCIL (IABC)
Strategic Communication Management Professional | January 2023

MASTERS OF STRATEGIC COMMUNICATIONS
University of Canberra | May 2018

GRADUATE CERTIFICATE IN SOCIAL MEDIA AND PUBLIC ENGAGEMENT
University of Canberra | 2016

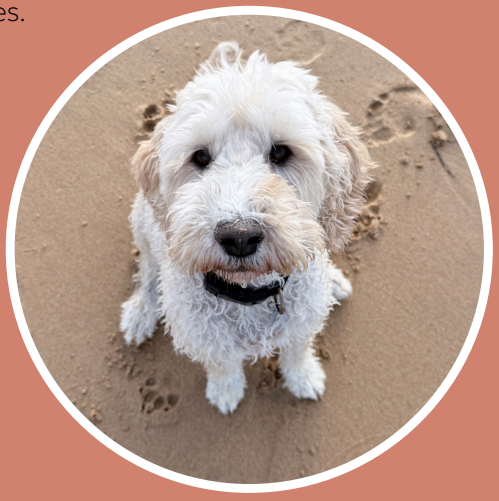
BACHELOR OF COMMUNICATIONS
University of Canberra | 2000 - 2002

Personal skills

Strategic communications
Internal and external communications
Facilitation
Stakeholder and community engagement

A bit about me

When I am not at work, I love nothing more than hanging out with my boy, a crazy labradoodle who is also Elm’s Emotional Support Officer. He has more energy than all of us combined.

My outlet is cooking, I love trying new vegetarian recipes and using what I grow to get creative in the kitchen.

In quieter moments, you can find my tucked up with a good book, doing a little paint by numbers or watching a trashy tv series.