

Narelle Schuh

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Kin Kin QLD 4571

SUMMARY

25 years experience in corporate communications and marketing – not-for profit/member-based associations, B2B and B2C across health and tourism.

Development and management of brand strategies – brand evaluation and repositioning, audience analysis, communications and marketing plans, stakeholder engagement, communications and design style guides, managing KPIs.

High-level content production management across print, digital and social media – magazines, newsletters, brochures, annual reports, award submissions, event collateral, proposals/bids, tenders, procedural manuals, media releases, advertisements, EDMs, websites, and social media content.

External and internal agency engagement – communications and PR agencies, media, custom publishers, editorial contributors, advertising agencies, graphic designers, printers, CAB auditors, copyright agencies, PCOs Executive Councils, CEOs, senior management and in-house communications / membership / design staff.

SKILLS

- Strategic, high-level corporate communications advice, planning and management.
- Advice on developing new, or improving upon existing traditional communications content and production processes to improve audience engagement and meet KPIs.
- Advice on developing new, or improving upon existing website functionality, design and content and social media platforms to improve user experience.
- Websites: Extensive knowledge of CMS, Wordpress, Drupal and more, from design through to branding/content and ongoing execution.
- EDM construction using Campaign Monitor and Mailchimp.
- Google Analytics and social media content management systems.
- Content planning, research and execution for traditional and online communications and management through to delivery on-brand, on-audience and on-time.
- Event management experience working solo and with PCOs for small and large-scale events.
- Strong internal and external stakeholder engagement capabilities.
- Ability to multi-task to meet competing project deadlines.

PROFESSIONAL EXPERIENCE

Corporate Communications Consultant – One dog, two ducks Communications 2018-2019

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Regional Sunshine Coast community consulting and engagement.

kinkin.org/

ourbiospherenoosa.com.au/

[Country Noosa](#)

Communications and Marketing Manager Institute of Public Administration Australia (IPAA) June 2017-September 2017

High level strategic planning and management of new website launch and EDM campaigns. Resigned due to relocation from Sydney to Kin Kin.

Corporate Communications Consultant April 2017-June 2017

Clubs NSW magazine *Club Life* – Editor

Clubs NSW – Responsible Gaming Project – Researching and writing extensive policy documentation.

Communications and Marketing Manager Australian Institute of Food Science and Technology (AIFST) April 2016-April 2017

High level strategic planning focus for repositioning the Institute as Australia's leading national membership organisation for food industry professionals. Management of all communications and marketing activities including: preparing annual communications plans and budgets; regular EDM communications; new website content and design; social media; re-launched bi-monthly *food australia* magazine; project management for annual Convention including speakers; managed external communications agencies and design teams; prepared annual reports, general marketing collateral; and developed stakeholder engagement strategies. Managed the AIFST 50th anniversary program.

Marketing and Communications Manager Australian Society of Orthodontists (ASO) November 2014-January 2016

Responsible for re-branding Australia's largest specialist association to achieve greater awareness of the role of orthodontists in oral healthcare, targeting parents, tweens and teens. Launched and managed all aspects of the ASO's brand new website (all content, design and CMS - Drupal), social media, publications, public relations and marketing initiatives.

Editor, *The NSW Doctor* and Manager, AMA website for the Australian Medical Association (NSW) 2009-2014

Editor of Publications, Sydney Organising Committee for the Olympic Games (SOCOG)

ACHIEVEMENTS

- 2019 – Management, content and design for kinkin.org
- 2017 Clubs NSW Responsible Gaming Project.
- 2016 AIFST website launch and bi-monthly magazine *food australia* re-launch.
- 2015 ASO website and social media launch.
- ASO – achieved significantly increased member and consumer engagement by creating a vibrant, modern look across online and offline communications.
- AMA (NSW) – monthly magazine *The NSW Doctor* re-launched in June 2009 and evolved over five years into a revenue raising publication from a \$80,000+ per annum liability to an \$80,000 profit.
- AMA (NSW) – *The NSW Doctor* won the Best Publication award three years in a row. Judges at the 2014 AMA awards said:

The Best State Publication prize was awarded to The NSW Doctor for the quality of its research and the variety of issues covered in every edition. Government decisions and election commitments that affect the medical profession were thoroughly examined, leaving readers confident they were fully informed. One judge remarked that, “[The NSW Doctor] covered a wide range of issues of appeal to all sections of the medical profession, including doctors in training, mental health, Alzheimer’s disease, and an interesting piece on health care in Western Sydney.” Feature articles were characterised by great attention to detail, and regular interviews with leading personalities such as Ita Buttrose were well written and informative.

- AMA website launch 2009.

EDUCATION

BA Communications – Journalism/PR – University of Canberra.

PERSONAL ATTRIBUTES

High-level communication skills.

A team player.

Detail focused.

Creative.

Deadline-driven.

Organised and accountable.

Outgoing and personable.

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Acronym Guide:

AIFST – Australian Institute of Food Science and Technology (national office)

ASO – Australian Society of Orthodontists (national office)

AMA (NSW) – Australian Medical Association (NSW branch)

SOCOG – Sydney Organising Committee for the Olympic Games

GPR – Gossip Public Relations

PGA (NSW) – Pharmacy Guild of Australia (NSW branch)

Integrated marketing campaign design and management, execution and scheduling, optimisation, and data

analytics – Taking a message/event and planning which channels to use across both print and online. Experience on both small and large scale campaigns in integrating publications, advertising, direct marketing, EDMs, websites and social media sites. e.g. AIFST – Past Presidents/Fellows' 50th Anniversary campaign; member event marketing schedules; 49th Convention; 50th Anniversary Convention overall management. Experience tracking online advertising campaigns, response rates to EDMs, website traffic and social media analytics and reporting monthly. As a membership organisation, it is important to understand and analyse the different requirements of each membership type to optimise outcomes – membership retention and gain.

Communications planning and response management – What is the message? Who is the audience? What do we want to achieve? What mediums should we use to connect with the audience/s? What is the deadline? Extensive experience writing communications plans e.g. AIFST, GPR and PGA. Proven ability to dissect key information into What/Why/How, including from long-term Strategic Plans, to micro-level events.

Content and copy creation, editing and proofreading, and production – Exceptional skills writing, editing and proofreading online and offline content. AIFST, ASO, AMA (NSW), SOCOG, GPR, PGA (NSW). e.g. Publication Manager, *food australia*; Editor, *The NSW Doctor*; *Accu-Chek* Editor; Editor of all Olympic and Paralympic Games collateral. Extensive experience managing design, print and production processes and relevant internal staff/external providers. e.g. AIFST, AMA (NSW) – Managed complete review of monthly and bi-monthly magazines look and content to drive partner, advertising and revenue opportunities. Development of marketing collateral for member organisations. Creative writing for advertisements through to Annual Reports, EDMs, social media.

Social media management and personalisation – Membership organisations are not leveraging social media as well as they could, as they do not necessarily have a proper understanding of their target audience/s both current and potential. We use LinkedIn to appeal to career members, Facebook/Twitter for younger members etc. I have experience establishing and defining the course of social media content with AIFST and ASO. Driving people to the website is integral in terms of promoting events and news/blogs via social media. A picture always tells 1,000 words online. The content/frequency of EDMs is a hotly contested subject and one that requires evaluation so as not to overload members. AIFST – Responsible for content and design of all EDMs using Campaign Monitor.

Website development, CRM coordination and automation, SEM and SEO and digital marketing – High-level management and hands-on experience with membership organisation websites including working with external developers re CRM/CMS integration, overall design, and all content – ensuring optimisation for SEO and SEM. Launched brand new, updated and maintained websites for: AIFST, ASO and AMA (NSW).

Market research and lead generation – Experience working with membership services in associations to keep up-to-date with changes and tailoring marketing and communications campaigns to ensure we target and capture potential members and external stakeholders/partners. AIFST, ASO, AMA (NSW), SOCOG, GPR, PGA (NSW).

Procurement and contract management – Extensive experience in tendering for communications, custom publications, design, print, production and fulfilment services. This includes finalising high-level supply contracts post-trial periods for service providers. AIFST, ASO, AMA (NSW), SOCOG, GPR, PGA (NSW).