

Nikkie Shoveller

I am a seasoned public relations and communications professional, with more than 16 years of experience in the health, not-for-profit and government sectors.

I have a proven track record of securing significant media coverage, increasing social media engagement, transforming internal communications approaches, effectively managing crisis communications and developing strategic communications plans.

Work experience

Life Ed Australia (Healthy Harold)

Aug 2023 – present

Public Relations and Communications Manager (part-time)

Media and Communications Specialist (part-time)

Main responsibilities:

- Developing, implementing and evaluating national integrated marketing campaigns alongside the Marketing and Partnerships Managers in order to meet strategic goals for the organisation (e.g. celebrating 45 years of impact) and major supporters like Woolworths and Bakers Delight (e.g. the search for Australia's Healthier Lunchboxes, Growing Good Grains Grants etc.)

I also single-handedly secured Life Ed's first international collaboration with celebrity chef and advocate, Jamie Oliver for Australia's inaugural Food Hero Awards.

- Multi-channel content development – from ideation through to execution – across internal and external communications channels, including the newsletter, website, social media pages, eDMs and marketing collateral.
- Managing all major publications including the redevelopment of the organisation's internal national newsletter and Life Ed's Impact Report.
- Copywriting, editing and proofing across all major education and marketing material.
- Building relationships with internal stakeholders at all levels, in a federated national model with conflicting agendas and priorities.
- Developing policies and new procedures to improve PR and communications processes and encourage more collaboration across state and national teams.
- Developing, implementing and evaluating the organisation's national media strategy.

Within my first year of employment, I increased Life Ed's media exposure by 356% through strategic media relations which included securing national TV coverage for a number of projects as well as local and trade press.

- Providing strategic media and communications advice to key internal stakeholders in order to boost engagement in content through meaningful storytelling, encourage bookings and partnerships, and take stakeholders on an impactful journey to invest in Life Ed's brand.
- Crisis communications support and advice to the Executive Leadership team and state-based teams.

Bright Side Communications
Director (self-employed)

Aug 2023 – present

Main responsibilities:

- Freelance copywriting, PR consulting and social media management.

Australian Foundation for Disability (Afford)
Public Affairs Specialist (part-time)

Mar 2023 – Jun 2023

Reason for departure: Afford experienced significant financial challenges which led to multiple roles being made redundant, including my position. This is not a reflection of my high performance, which my Director can attest to.

Main responsibilities:

- Writing compelling and accessible content for a range of channels including social media, website, Afford's internal and external magazine, and marketing collateral.
- Organising local events and public relations opportunities, including outreach to government stakeholders, partners, community members and media.
- Providing strategic media and communications advice to key internal stakeholders in order to protect the reputation of Afford during a time of significant transformation in the face of a number of contentious issues.
- Establishing a media and government stakeholder monitoring process for the Executive team.

Rare Cancers Australia
Communications Manager

Apr 2021 – Mar 2023

Reason for departure: The organisation was based in Bowral and I required more flexibility after returning from maternity leave.

Main responsibilities:

- Establishing the communications function and processes across the organisation when this support was previously outsourced to agencies.
- Developing and executing strategic communications plans to enhance projects and campaigns including for the organisation's signature events CanForum and the Kosi Challenge, large-scale collaborative initiatives like the Medicines Access Portal with Medicines Australia, and wider international work like the Pinnacle program and Pitch for Pinnacle event involving organisations from across the Asia Pacific.
- Managing social media channels, including monthly planning, daily monitoring and responding, the sourcing and development of content, and adaptation of plans according to trends identified.
- Copywriting, scripting, editing and proofing for a range of projects like major reports to be used in the advocacy space, podcasts and various videos for patient and donor consumption.
- Establishing and nurturing strategic relationships with other cancer charities, peak bodies and project partners like pharmaceutical companies in order to progress plans and identify further

opportunities for collaboration and innovation.

- The development of key resources to educate and empower staff, patients and families and donors on how to effectively leverage communications channels to increase awareness.
- Developing and delivering key public relations activities and campaigns to promote the organisation and its key messages.

Within my first three months of employment, I planned and delivered Australia's first Rare Cancers Awareness Day which gained significant online engagement, uniting and empowering various members of the rare cancer community. It also allowed us to establish important relationships with other not-for-profits in the cancer sector as well as corporates.

Central Coast Local Health District

Jul 2019 – Apr 2021

Senior Communications Officer (contract extended - second maternity leave cover)

Senior Communications Officer (initial maternity leave cover)

Reason for departure: The second maternity leave contract I was appointed to had expired.

Main responsibilities:

- Working with clinical and non-clinical teams across the District to develop, implement and evaluate public relations and communications strategies, ensuring a multi-channel strategic approach.

This included working with subject matter experts on translating complex, often clinically-based, information into engaging and easy to understand content for patients, families, visitors, a range of staff and media.

- Developing social media posts for the Central Coast Health Facebook page.
- Leading production on the monthly District-wide staff newsletter.
- Sourcing information and seeking appropriate expert advice in order to draft, edit and proof content for internal and external communications channels including the intranet, all staff emails and the District's website.
- Securing media coverage to enhance public relations and communications activities.

Within my first two months of employment, I secured the front page of the region's most prominent news outlet, the Central Coast Express Advocate.

- Providing advice and drafting media statements in response to contentious issues, including as part of the COVID-19 pandemic.

PCYC NSW

Sep 2018 – Jun 2019

Media and Public Relations Manager

Reason for departure: I moved to the Central Coast and was appointed to a local role.

Main responsibilities:

- Driving media relations across 64 clubs and 66 sites around NSW.

I significantly increased media coverage including securing a major metropolitan story within my first two months of employment – an exclusive with the Daily Telegraph which involved me hosting a Sydney-based journalist and photographer in Narrabri.

- Developing policies and processes to streamline and more efficiently facilitate public relations activities e.g. review of media policy and consent processes.
- Delivering events including press conferences, Ministerial and MP visits, donor engagement and thank you events, club and facility re-openings and community engagement initiatives.
- Developing, distributing, analysing results and adapting approach for the fortnightly staff eNewsletter, PCYC Connected. This was a new communications tool that I launched upon starting at PCYC NSW in order to improve staff engagement, content, design and tracking.
- Copywriting and editing for various communications channels and publications including the PCYC NSW Annual Report, Youth News donor newsletter, intranet and marketing material.

Brilliant Logic / Nine Ounces

Feb 2018 – Aug 2018

Account Manager (across both sister agencies)

Reason for departure: I was passionate about returning to the not-for-profit space.

Main responsibilities:

- Working across a range of clients (e.g. construction companies, entertainment venues, restaurants and dental clinics) to develop, implement, evaluate and adapt strategic public relations plans.

Sydney Children's Hospital, Randwick

May 2014 – Feb 2018

Public Relations Manager

Public Relations Manager (maternity leave cover)

Public Relations Officer

Public Relations Officer (maternity leave cover)

Reason for departure: Interest in gaining experience in the agency space.

Main responsibilities:

- During my time as Public Relations Manager, I managed a team of four which included leading on complex and high-level initiatives and issues, providing advice on strategic direction, coaching, establishing processes to improve efficiency and conducting disciplinary discussions.
- Working in partnership with key stakeholders and groups including other Local Health Districts, NSW Health, the Minister for Health's office and Sydney Children's Hospitals Foundation, to develop, implement and evaluate strategic communications and media projects e.g. Zero Childhood Cancer, Randwick Hospitals Campus Redevelopment communications strategy.
- Writing and editing content for the Sydney Children's Hospitals Network's website, intranet, social media pages, quarterly newsletter Network News and Annual Review.
- Organising and managing entertainment and engagement events around the Hospital for patients, families, staff and volunteers.
- Managing media and communications for major fundraising and advocacy campaigns e.g. the

Channel 9 Gold Telethon, KIIS FM's Kyle and Jackie O Toy Drive, the Kids Can Drown Without A Sound drowning prevention campaign.

- Managing contentious issues including developing Ministerial briefings and strategic responses, advising key experts within the Hospital, and supporting families facing unwanted media attention.

ANZ Stadium

Apr 2013 – May 2014

Senior Coordinator, Media and Communications

Reason for departure: The need for more work-life balance.

Main responsibilities:

- Supporting clients which included celebrities, sporting ambassadors, sporting teams and codes, and venue hirers to maximise their public relations activities.

This included working with external and internal teams to construct event key messaging, supporting media materials, media events and social media strategies.

- Managing ANZ Stadium's social media channels.
- Developing, editing, adapting and publishing content on ANZ Stadium's website, for marketing and hospitality EDMs and promotional collateral.
- Managing ANZ Stadium's Charity Program.

Northcott

Aug 2011 – Apr 2013

Communications Officer

Reason for departure: New job opportunity.

Main responsibilities:

- Sourcing, developing, pitching and facilitating media stories across the organisation's 14 offices in NSW and the ACT to meet service and fundraising goals.
- Developing, editing, adapting and publishing content on the Northcott website and social media pages.
- Managing Northcott's Client Ambassador Program.

World Society for the Protection of Animals (WSPA)

Nov 2010 – Aug 2011

Communications Officer

Reason for departure: New job opportunity.

Main responsibilities:

- Securing media opportunities to enhance fundraising and campaign goals e.g. securing a free seven-week appeal on Mornings with Kerri-Anne within my first three months.

- Working with fundraising and campaign teams based locally and internationally on the strategic release of information.

The Children's Hospital at Westmead

Sep 2007 – Nov 2010

Public Relations Officer

Public Relations Media Assistant

Reason for departure: New job opportunity.

Main responsibilities:

- Managing major publicity and advocacy campaigns e.g. The Teddy Bears' Picnic 2010, the City2Surf Think Kids Challenge 2010, the Bandaged Bear Day Appeal 2010, building falls prevention, burns prevention, poisons awareness.
- Sourcing, researching, developing and pitching proactive story ideas to media, facilitating reactive media enquiries and growing media lists.
- Working with teams to organise entertainment and internal events around the Hospital.

Education

- **Tertiary education**
University of Western Sydney, Penrith campus, NSW 2006 – 2008
Bachelor of Communications, Major: Public Relations
- **Secondary education**
Cumberland High School, Carlingford, NSW 2000 – 2005
Higher School Certificate attained

References provided upon request.