

Resumé of Nicole McBride

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Overview

I assist community service organisations to synthesise strategic aims and values throughout their operations, tying together daily outputs with long-term outcomes. The result is productive and focused teams, operations and strategic aims that achieve lasting and meaningful outcomes.

I look at challenges from every angle.

Successfully communicating ideas, strategies and targeted messages means constantly reassessing the audiences and tools. Working with tight and limited budgets means finding new, effective and collaborative ways to make real change happen.

I work collaboratively

Good ideas can come from anyone and the best ideas take a variety of perspectives into account. This sits at the core of my strategy and campaign development methods, building strong, trusting relationships, inviting new perspectives and open up innovative opportunities for achieving goals.

I am always learning

There's nothing I enjoy more than learning of new ways to tackle challenges. I work continually to improve my communications and advocacy skills and to keep pace with politics, new media, tools and theory about leadership and change making.

Experience

TasCOSS

Co-Acting CEO, TasCOSS (Feb 2020—June 2020)

Manager Communications & Advocacy (June 2018—present)

Acting CEO (Dec 2018/Jan 2019 & October 2019)

Communications Officer (January 2015—June 2018)

Achievements in Acting CEO role

- Steered TasCOSS and its staff (16 people) through the COVID-19 pandemic period including making decisions to begin working from home, to shift all services and staff amenity online and to build and execute a plan to return our workforce to the office following the Tasmanian lockdown.
- Maintained high level (Premier and DPAC) trusted relationships established by outgoing CEO throughout COVID-19 crisis until handover to new CEO in mid-June 2020
- Obtained special project grant from state government to manage delivery of COVID-19 competitive grants round (\$350k Essential Technology Fund) and to work directly with the State Government Recovery Partners Network in the role of coordinating and communicating information about the pandemic to the community services industry and communicate and coordinate the response of sector service providers back to government, identifying gaps, community and cohort needs and potential solutions.

Overall Achievements

- Integrated communications awareness and perspective into all projects, work areas and workplans, placing the strategic plan and brand values at the core of all work
 - Supported change to the internal culture at TasCOSS from siloed and inwardly focused organisation to a supportive and collaborative team working across strategic areas motivated by clearly defined outcomes/targets. TasCOSS was recognised as an Employer of Choice in 2019.
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- Advocacy successes including: Bringing the impact of Centrelink's Robodebt system on Tasmanians to national attention spurring an Inquiry and review (Jan-Aug 2017); waiving of the historical Federal housing debt; gaining State Government support and funding for a disruptive co-designed employment program in four of Tasmania's most disadvantaged areas (2017)
- Increased TasCOSS Membership from 60 organisations and individuals in 2015 to more than 200 in late 2019 amid a new organisation-wide culture of personalised, regular and open contact and application of customer service standards.
- Positioned TasCOSS as a trusted and respected media commentator and disruptive and values-driven force in Tasmanian politics
- Integrated communications into all projects, programs and activities undertaken by TasCOSS, ranging from promotion of training opportunities to navigating internal and external advocacy and communications for campaigns to move the State Liberal Government to an inclusive growth vision (culminating in the announcement of a 'Strategic Growth' ministry in February 2020.
- Developed the TasCOSS brand through confident communications that embodied the organisation's values and by reflecting those values in all activities internally and externally. While brand recognition was useful it was secondary to recognition of our activities, partnerships and strong values base and used a 'show don't tell' approach to brand building.

Duties

Strategic Planning

- Management and day-to-day oversight of two Strategic Area budgets (Communications and Advocacy) through 2018/19.
- Successfully lifted TasCOSS's profile from one of reactive commentator to leader on challenging systems, behaviours and attitudes to change our State for the better through support to the CEO, media planning, strategic narrative implementation, promotional materials, and reinvigorating all external and member communications.

Communication

- Brought the Tasmanian Robodebt experience to national prominence through a successful media, member and advocacy campaign culminating in State Ministers and the Premier writing openly to their Federal counterparts, and the Federal Government eventually withdrawing pursuit of the majority of robodebts and ensuring the program remains under close scrutiny.
- Management of advocacy: Oversight, management and implementation of TasCOSS messaging via publications including dozens of reports and submissions to government as well as annual State Budget Priority Statements.

Human Resources

- Management of 4.0FTE—Communications Assistant, Office Manager (Member Support), Finance Manager, Executive Assistant and Project Manager (Community Innovation & Investment Project) in addition to day-to-day supervision of media and communications interns and informal mentoring of other internal staff .

Finances

- Specific management of two of five Strategic Area budgets, including contributing to development of organisation's annual budget for approval of the TasCOSS Board
- Overall management of financial reporting to TasCOSS Board, including to the Finance, Audit and Risk Subcommittee
- Development, management and maintenance of online booking system for TasCOSS training and events

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- Development and management of two-yearly State Conference sponsorship arrangements and event budget
- Sourcing of sponsors for TasCOSS events and management of resulting relationships

Reporting

- Preparing operational, financial and strategic Board Reports for six-weekly meetings and annual general meeting
- Preparation of reports to funders including TasCOSS's five-year core funding contract report (twice yearly) for Communities Tasmania
- Preparation of CEO and President reports to Boards and membership
- Preparation and management of organisational reports to ACOSS (federal body)

Relationships & Networking

- Working relationship with COSS network policy and communications staff
- Working relationship with ACOSS CEO and other senior staff
- Ongoing relationship building with TasCOSS Member CEOs, prospective member representatives and the CEOs of most industry peaks
- Working relationships with other industry peak bodies including LGAT, TICT and others
- Strong relationships with local media representatives across most outlets
- Development and co-delivery of Semester 3 course to media communications students at UTAS providing practical challenge projects exploring methods for communicating the need for a human rights act in Tasmania. (2017)

Media & Communications

- Management, development and maintenance of all media and outward facing communications including media releases, reactive lines for specific journalist inquiries, promotional plans and materials for TasCOSS training and services, TasCOSS website, bulk emailings and subscription lists, speeches, visual presentations, member and supporter newsletters (enews and The Changemaker), Member renewals, interactions and strategic communications, events branding and promotion, annual State Budget Briefing event and media, annual State Budget Priorities Statement, internal office processes and procedures, government reports, online library of TasCOSS materials, online member calendar and noticeboard and so on.
- Customer Relationship Management system (CRM) project: Sourcing, set-up, introduction and ongoing implementation of Salesforce CRM to manage TasCOSS membership, potential membership and advocacy networks. This project has been ongoing since 2017 and resulted in the first ever centralised list of TasCOSS Members that captured the membership fees paid by each member and tracks whether they have paid (May 2018) and how often they access TasCOSS services (April 2019). This increased efficiency re member invoicing and has improved customer service through improved knowledge of those contacting TasCOSS.
- Provision of strategic communication and advocacy plans for all major TasCOSS projects, including those undertaken on behalf of funding partners

Nic McBride Strategic Communications (nicmcbride.com.au) 2011—2018

Some of my work in this capacity has included:

- Strategic planning, mentoring and human resource services to Font PR
- Development and production of Strategic Communications plans
- Assistance, advice and writing services for a variety of not-for-profit and corporate clients
- Presentation of bespoke media training courses and media support services to various clients

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- Conceptualising of publications, editing and proof-reading, strategic plan development and integration, high level communications advise for advocacy, personal presentation, speech writing and much, much more!

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School of Journalism and Media Studies, UTAS

Academic Tutor (Summer short course October—December 2013 & Spring short course preparation March—June 2014)

- Support to Lecturer and delivery of lectures
- Assessed student assignments and provision of feedback
- Prepared course materials and assignments for Spring short course
- Prepared materials and provided ongoing communication and support to students using MyLo

No Interest Loans Network of Tasmania

Project Officer (February 2013—January 2015)

- Developed and implemented ongoing marketing and media activity including online presence
- Managed and implemented Financial Literacy project (2013), NILS Step-by-Step online and literacy project (2014) and part of grant-winning bid for NILS STARS Project to develop a volunteer management framework for NILS (2015)
- Supported and provided assistance to the Coordinator to prepare reports, organisational development plans, stakeholder engagement strategies and other advice as appropriate
- Managed all branding
- Provided support to NILS Board on request from the Board President
- Provided training to volunteer NILS Loans Officers and promotional presentations to potential partners and sponsors

Family Planning Tasmania Inc Marketing/Fundraising Coordinator (February 2012—February 2013)

- Coordinated managed and implemented proactive and reactive media activity
- Supported the CEO through provision of strategic communications, advocacy and media advice and planning
- Researched, developed and prepared position statements and advocacy campaigns, in particular the Reproductive Health Act 2014
- Developed and implemented marketing and grant/fundraising plans
- Managed all branding and provided assistance with internal communications

No Interest Loans Network of Tasmania

Marketing & Promotions Project Manager (March 2011—February 2012)

Project goal: to significantly increase access to micro-finance.

- Summary: The project assisted in doubling loan approval numbers from 322 (six months of Mar—Sept/10) to 560 (Mar—Sept/11), increasing loan enquiries from approximately 30 per week in March 2011 to about 60 per week in October 2011, increasing the number of Member Agencies (now called 'Delivery Partners') from 35 (Mar 2011) to 74 (Dec 2011).

Duties

- Developed and supported implementation of a strategic advocacy plan in collaboration with the CEO, community service and health promotion priorities
- Responsible for promoting the availability of NILS loans to low income communities and to community organisations and others who work with low income earners across Tasmania
- Promoted the NILS Network and its products to the Tasmanian community

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- Enlisted new agencies to the NILS Network
- Enlisted welfare and support agencies to provide a direct application service to their clients via support workers and case workers
- Worked with the coordinator and the Capacity Building Project Officer to develop and deliver training in the provision of the service
- Maintained, developed, restructured, redesigned and promoted the NILS Tasmania website
- Worked with the coordinator and 'capacity' project officer to organise an annual Tasmania NILS Network Gathering

Cancer Council Tasmania

Manager Communications (April 2009—March 2011)

Duties:

- Provided strategic communications advice and support to the CEO.
- Supervised the Senior Officer Communications
- Managed protocols, processes, provided specialist advice, assistance and support to staff in relation to media comment, events, advertising and presentation materials
- Managed and produced marketing documents including a complete audit of materials and restructure and design of public information and promotional documents
- Developed and supported implementation of a strategic advocacy plan in collaboration with the CEO, community service and health promotion priorities
- Ensured that cancer information is accessible, consistently styled, targeted, current and appropriate for Tasmanians affected by cancer
- Protected and strengthened brand in collaboration with other Cancer Councils
- Fostered positive relationships with other health NGOs that support CCT's mission
- Provided strong marketing and communication support to Business Development events and activities
- Developed and managed a multimedia strategic communications plan (including budget management)

Beyond PR

Director/Senior Consultant (September 2000—March 2009)

Corporate Communications

Senior Consultant/Consultant/Junior Consultant (April 1995—August 2000)

The Halifax Daily News, The Coast, Burnside News

Freelance journalist (March 1994—February 1995)

Education

Bachelor of Journalism (Honours), University of King's College, Halifax, Canada 1989–1993

Boards/Committee Membership

- Community Service Industry Peak Body Working Group (2020)
- Hobart City Council Community Grants Committee (October 2020)
- A Fairer World (Tasmanian Centre for Global Learning) Secretary of Executive and Committee Member (Dec 2019— Present)
- A Fairer World Communication Strategy Working Group (2019-present)
- Cross-sectoral International Women's Day Award Luncheon Working Group (with DPAC and LGAT)

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(2019 & 2020)

- ACOSS Communicators Working Group (2015—2020)
- Human Rights Act Committee (2017-19)
- Kindness Rally Working Group with Equal Opportunity Tasmania (2018)
- Anti-Poverty Week Committee (2016)
- Australian Institute of Managers and Leaders Regional Advisory Committee (Tasmania) (2016—2018)
- Cancer Council Tasmania Board Marketing Working Group (2010/11)
- Hobart Women's Shelter Collective Committee (Board) (2009/10)
- Secretary, Public Relations Institute of Australia (Tasmania Branch) (2001/02)
- Workplace Safe Campaign Committee (2002—2005)

Training

- Certificate of Public Leadership, Harvard Kennedy School (Currently under way, commenced February 2020)
- High Functioning Teams Workshop, Frameworks for Change (2019)
- Design Thinking 1-day Workshop, (2018)
- Coaching Australia 3-month Coaching Course (2018—2019)
- Progress 2017 2-day conference on new ways to make social change, Melbourne
- Emerging Voices training (empowering grassroots leadership) (2017)
- TASCOS Leadership Series (Strategy, Governance, Communication & Finance) (2013)

Volunteering

- Photography for Pathways Tasmania 'Every Story Matters' fundraising campaign
- Ongoing formal and informal mentoring of public relations consultants and communications professionals
- Engender Equality Advocates for Change program

Software skills

- Xero Accounting software
- Microsoft Sharepoint, OneDrive and Cloud versions of Microsoft suite
- Mailchimp bulk emailing systems
- Eventbrite
- Salesforce CRM Lightning
- All Macintosh and Windows program suites
- Adobe Acrobat Pro
- Email systems including Outlook, Entourage iOS and Android operating systems
- Twitter, Facebook, Instagram
- Wordpress (and plugins including online checkouts, Paypal, Event Espresso, timelines, mini-sites), analytics across these platforms and so on
- Photo and layout programs (Canva, Pages, Lightroom)

Referees

Kym Goodes, 3P Advisory, (immediate past CEO, TasCOSS, 2015-2020), 0407 528 767

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Dr Lisa Schimanski, CEO, Volunteering Tasmania, 0408 564 841