

Phillip Jones

Communication Strategist

Professional Profile

Phillip Jones provides a range of niche communication services to the public and private sector. With a proven track record and a diverse portfolio of work, he can deliver efficient and effective solutions and strategies.

He specialises in short-term and discrete projects, and his expertise includes facilitation, stakeholder consultation, information architecture and design for websites, internal communication processes and developing training materials.

Working in a collaborative fashion, he can also help harness the skills and experience within your organisation.

Phillip is also the founder and Director of Schmooze, a well regarded Canberra-based professional network for communication, marketing and client relations professionals. Schmooze holds several professional development and networking events every month and has over 300 members, mostly at the manager/Director level.

Schmooze hosts several boutique professional development and networking events each month. Schmooze also has a young professional group with its own program of networking and professional developments open to any Gen-y in the Canberra region

Expertise

- Internal Communications
- Event Management
- Communication Strategies and supporting materials
- Intranet and Internet Strategy
- Professional Writing
- Stakeholder Consultation
- Facilitation
- Professional Networking Skills Courses and Mentoring

Clients and Projects

Attorney-General's Department

Phillip was contracted to conduct a wide ranging consultation of key stakeholders around Australia (including government agencies, public users and selected community service providers and groups) to identify improvements to a major Australian Government portal, Family Relationships Online.

After developing the consultation model, the project involved gathering feedback and views from within a several sections and departments, then travelling all over Australia including remote and regional areas to gain the view of stakeholders through formal interviews and questionnaires.

The resulting data was used to develop concepts for an improved website. The project also took into account business processes, best practice model, technical and software issues, budget resources, government web standards and information architecture.

His advice to the Department also included designs and concepts along with recommendations on functionality, governance and content policy. All his recommendations were accepted by the Department.

In addition, he developed a design for new web pages and established a web-publishing process for the Family Relationships Centres around the country and managed the process of their publication.

AusAID and Department of Education, Science and Training

Working closely with staff from both organisations, developed a brand for the new Australian Scholarships. This is a \$1.4B Australian Government initiative that establishes a prestigious international scholarship program for high achieving individuals in the Asia-Pacific region.

In addition to conceiving and designing the logo and the overall look and feel in partnership with commissioned designers, Phillip also redeveloped the web site, communication assets and co-wrote the communication strategy (including the key messages). The resulting communication tools were distributed to AusAID and DEST officers throughout the region to ensure a consistent messaging and marketing approach.

Austrade-Australian Trade Commission

Phillip was contracted to develop four major online training modules for Austrade's staff worldwide covering key aspects of a corporate governance transition for the agency. The project required working with subject experts, writing and designing modules and liaising with senior management and designers. He also provided analysis and strategic recommendations on Austrade's learning and development needs for its staff and SES including developing training materials.

An additional project was to developing learning and development materials arising from an AusAid project for several APEC Countries. These were four major online learning modules on a range of export related topics that required culturally sensitive content and an appropriate look and feel.

The Office of the Federal Safety Commissioner (DEWR)

He was contracted to manage a national communication program for the FSC which engages the building and construction industry and government stakeholders to improve the OHS standards within the industry.

KAZ Technology Services

Phillip was contracted to develop a comprehensive communication strategy and supporting activities to assist in the successful bid and transition of several hundred Defence staff to the KAZ group.

Professional Careers Australia (PCA)

He was contracted to raise the profile and market PCA, Canberra's oldest established recruiting practice the Client Relationship Manager's role was a strategic function within the company which influenced and supported all of PCA's external relationships.

Department of Agriculture, Fisheries Forestry, Australia

As part of a section providing expertise on special client groups for the department (Women, Young People and Indigenous people) Phillip supervised a small team to deliver several elements of a national program which built leadership capacity in 18-35's working in rural and agricultural industries.

Australian Taxation Office

Phillip performed two roles concurrently which were unique roles within the ATO reporting to the Assistant Deputy Commissioner GST: manager of GST Skilling Products and manager of the Executive Information Centre .

Contact Details

Phillip Jones

Phone: 0414 78 86 81

Email: mail@phillipajones.com

ABN: 300 921 517 37

Web: www.phillipajones.com

Web: www.schmooze.net.au

Web: www.linkedin.com/profile?viewProfile=&key=2896450