

Darren Lewin-Hill

Communications Specialist

Mobile: 0404 526 555
Email: darren@lewin-hill.net
Web: www.lewin-hill.net
Skype: darrenlh

Career Overview

My career as a communications specialist began as a writer and editor in the education sector. I added media relations skills working for not-for-profit organisations, and developed web publishing skills in a role for a national peak organisation for the human resources profession.

Most recently, I have delivered internal communications services for a national education project with a focus on the use of online technologies to deliver training. My current freelance work also focuses on education.

A communications all-rounder, I prefer to work for organisations whose work has a clear public benefit. Building on my own community work, I am particularly interested in media and advocacy, and the use of online technologies to enhance communication strategies.

I am currently considering freelance projects, part-time and full-time communications roles.

Key Competencies

- writing and editing for all media
- media relations
- advocacy
- web project management
- basic website development

Education

- Graduate Diploma of Arts (Publishing & Editing)
Monash University
- Bachelor of Arts
University of Melbourne. Double-major in Philosophy with English.

Memberships

- Amnesty International
- GetUp

Community and Volunteer Work

Since May 2003, I have been active in community campaigns on planning, electoral, environmental safety and climate issues. I ran as an independent candidate in the 2004 and 2008 Darebin Council elections, and in the 2006 Victorian State election.

In 2007 I made submissions to the Victorian Electoral Commission's representation review for Darebin, and spoke at the public hearing on proposed electoral changes. In 2008, I made a submission to the Australian Government's Carbon Pollution Reduction Scheme Green Paper consultation.

In addition to my professional work, community involvements have expanded my skills in online technologies such as blogging and YouTube. My community media relations work has also resulted in coverage in print, radio and online media.

Work History

February 2009 – The Present

Freelance Communications Consultant

I currently offer freelance communications services including:

- writing
- editing
- media relations
- advocacy
- Web services

Further information about my services and samples of my work are available at www.lewin-hill.net.

February 2006 – February 2009

Senior Project Officer – Internal Communications Australian Flexible Learning Framework

The Australian Flexible Learning Framework (Framework) is a Commonwealth–State collaboration to expand the role of online technologies in the delivery of training.

Responsibilities:

- writing, editing and publishing a fortnightly e-newsletter for a national internal audience.
- maintaining and editing an internal communications blog using WordPress.
- contributing writing and editing for strategy, policy and planning documents.
- managing an intranet.

- managing, writing and editing pages on a public website using Jahia.
- coordinating the development of a national database.
- developing and implementing an internal communications plan.
- evaluating the internal communications plan, including through online surveys.

Achievements:

- delivering a highly regarded internal communications service.
- raising the profile of internal communications.
- building the Framework's internal engagement.
- proposing and launching an internal communications blog.
- integrating an existing e-newsletter with the new blog.
- sharing technological innovation across the Framework.

August 2002 – December 2005

**Freelance Communications Consultant
TAFE frontiers, Australian Flexible Learning Framework**

TAFE frontiers was a Victorian organisation promoting e-learning for training. For the Australian Flexible Learning Framework, please see above.

Responsibilities:

- editing, researching, and writing a quarterly print and online publication (PDF).
- writing feature articles about e-learning for an audience of VET professionals.
- writing case studies to promote Flexible Learning Week.
- writing media releases to promote Flexible Learning Week.
- contributing to organisational rebranding.

Achievements:

- producing timely, quality copy for a specialist audience.
- influencing the editorial direction of the quarterly publication.
- successfully collaborating with in-house management and external suppliers such as graphic designers.
- improving interview skills and ability to communicate research and specialist information in simple language.

May 2000 – February 2002

Communications Manager, Australian Human Resources Institute

AHRI is the national peak body for the human resources profession in Australia and has more than 13,000 members Australia-wide.

Responsibilities:

- managing media relations for State-based and national events.
- managing the outsourced production and distribution of a national, monthly human resources magazine, *HRMonthly*.
- managing the outsourced production and distribution of an academic journal, the *Asia-Pacific Journal of Human Resources*.
- managing a corporate website for the public and AHRI membership.
- coordinating advertising and media promotions for HR Week.

Achievements:

- gained positive media coverage for national conferences and State-based events, including on ABC Radio National and major print media.
- initiated a media monitoring and distribution service.
- built a strong relationship with the magazine publisher (Hardie Grant Magazines), ensuring timely decisions on editorial content and magazine advertising.
- managed the redesign of the academic journal by a leading Melbourne graphic designer.
- successfully coordinated advertising and editorial for major print media supplements in *The Age* promoting HR Week.
- led a project team to develop a new website and managed the tender selection process to appoint a web service provider.

November 1999 – May 2000

Freelance Editor, Australian Scholarly Publishing

Australian Scholarly Publishing is an independent publisher, specialising in academic titles.

Responsibilities:

- editing manuscripts to publication standard.
- contributing to marketing material for book promotions.
- seeking publishing subsidies for selected titles.

Achievements:

- edited *Days of Crime and Years of Suffering*, a colonial convict autobiography featured on the ABC's *7.30 Report* and ABC Radio National.
- prepared a successful grant submission to the Australia Council securing significant funding for Australian Scholarly Publishing.

October – November 1999

Contract Writer, Morgan & Banks

Morgan & Banks was a major agency providing contract communications services to corporate clients.

Responsibilities:

- providing contract writing services to a range of Morgan & Banks clients.
Achievements:
- wrote media releases to publicise a major literacy conference for ACER, the Australian Council for Educational Research.
- wrote and edited communications for Morgan & Banks.

March – November 1999

Monash University

Graduate Diploma of Arts (Publishing and Editing)
Monash University See Education, above.

August 1998 – February 1999

Media Communications Officer, Save the Children Australia

Save the Children Australia is part of an international aid organisation campaigning on behalf of the world's children to end child exploitation, promote children's rights, and offer educational, economic and community-building opportunities for families. This was a short-term role undertaken before the commencement of full-time study.

Responsibilities:

- providing State and national media support for Save the Children initiatives.
- writing and coordinating the production of marketing materials.
- producing the annual report.
- managing the Save the Children website.

Achievements:

- arranged promotion with Australian Test Cricket Team and children from programs in Dhaka, Bangladesh, following the 1998 floods.

This initiative significantly raised the profile of Save the Children in Bangladesh and raised funds through the auction of a team-autographed bat.

- achieved newspaper and radio coverage of the Bangladesh floods, the tsunami in Papua New Guinea and international children's issues such as child labour.

December 1997 – August 1998

Communications Officer, Australian Red Cross Victoria

Australian Red Cross is part of the international Red Cross and Red Crescent movement, delivering international and domestic aid programs, including disaster relief, emergency registration, refugee and health programs.

Responsibilities:

- writing, editing and coordinating production of the Australian Red Cross Victorian members' magazine and the State newsletter.
- writing and editing brochures, posters, and advertisements promoting Red Cross initiatives such as the Water for Life campaign.
- writing and distributing media releases.

Achievements:

- wrote in-depth feature articles improving member promotion of domestic and international Red Cross initiatives.
- improved editorial processes.
- initiated a new State newsletter, working with a graphic designer and senior staff to establish guidelines for content and 'look and feel'.
- supported major campaigns and appeals with timely and effective media releases.

Referees

Available on request.