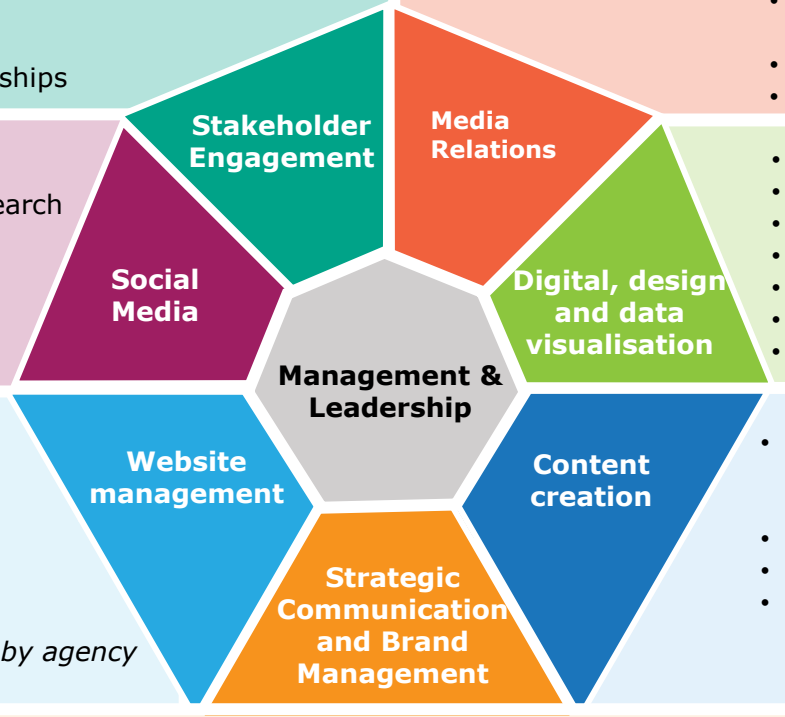

Stakeholder Engagement

- Stakeholder/relationship management (including online communities)
- Written and verbal communication
- Account management
- Stakeholder planning/mapping
- Monitoring and evaluation
- Government relations
- International relationship building and partnerships

Media Relations

- Media monitoring and analysis
- Issues management
- Reactive media engagement (e.g. responding to inquiries)
- Proactive media engagement (e.g. pitching stories, partnering)
- Data Journalism
- Event management (e.g. press conference)

Social Media

- Social media strategy
- Social media monitoring and analysis
- Digital marketing and advertising (including search engine optimization)
- Engagement management (interaction with communities, influencers)
- Social delivery (social media can be used to answer client questions/client contact center)

Digital, design and data visualisation

- Graphic design
- Photography
- Videography
- Video editing
- Animation
- Infographics
- Data visualization

Website management

- Web master
- Web design/User centred design
- Web analytics
- Web design
- Web writing and editing
- Web architecture
- Content management

IT architecture and security etc. usually handled by agency IT team.

Content creation

- Content writing – for various formats and channels including website, social media, media, scripts, blogs, data visualization)
- Speech writing
- Data analysis and story telling
- Editing and copywriting

Management & Leadership

- Research and analysis including market research
- Strategy development, implementation and evaluation (including government campaigns e.g. for Census)
- Behavioural economics
- Horizon scanning/environmental analysis
- Project and resource management, planning and organisation
- Public Relations
- Advertising
- Account management
- Event management
- Procurement and contract management
- Channel identification and implementation
- Brand management and brand image