

Contact

www.linkedin.com/in/jack-johnston-55720ab1 (LinkedIn)

Top Skills

Leadership

Microsoft Office

Public Speaking

Languages

English

Certifications

Responsibility to Serve Alcohol
Certificate. NSW & QLD

Honors-Awards

McLachlan Award for Outstanding
Service to the Community

Jack Johnston

Corporate Affairs and Media Manager at Meat & Livestock Australia
Sydney, New South Wales, Australia

Summary

Jack is a communications professional who specialises in corporate affairs and media relations for the Australian red meat industry body Meat & Livestock Australia.

Jack has experience developing and implementing integrated communications campaigns for a variety of multinational organisations across the agriculture, finance, business, technology and government sectors.

Jack holds a Bachelor of Arts in History and International Relations and a Bachelor of Arts (Honours) in International Relations from The University of Queensland.

Experience

Meat & Livestock Australia

1 year 6 months

Corporate Affairs and Media Manager

October 2022 - Present (9 months)

North Sydney, New South Wales, Australia

ACTING - MAT LEAVE COVER

Meat & Livestock Australia Limited (MLA) delivers marketing and research and development services for Australia's cattle, sheep and goat producers, creating opportunities from their combined investments to build demand and productivity across the supply chain. Most of MLA's funding comes from transaction levies placed on the sale of livestock, with the Australian Government providing matched funding for levy investment in most R&D.

Corporate Affairs and Media Advisor

June 2022 - October 2022 (5 months)

North Sydney, New South Wales, Australia

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creating opportunities from their combined investments to build demand and productivity across the supply chain. Most of MLA's funding comes from transaction levies placed on the sale of livestock, with the Australian Government providing matched funding for levy investment in most R&D.

Communications Specialist

January 2022 - June 2022 (6 months)

North Sydney, New South Wales, Australia

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Herd MSL

1 year 4 months

Account Manager

April 2021 - December 2021 (9 months)

Pymont, New South Wales, Australia

N2N Communications, part of Herd MSL, is one of Australia's largest public relations agencies. Founded in 1996 the agency has built a reputation for outstanding results, quality senior consultants and best-practice communication strategies in diverse sectors.

At N2N Communications I conduct the following:

- Client consultation & management - advising clients how to protect, promote and evolve their brand through effective communications. Working across impressive, multi-national brands like Facebook, Amazon Web Services, Lenovo, NBN Co and MetLife.
- Media relations - negotiation and pitching - liaising with Tier-1 and a broad range of trade media to secure impressive media coverage for clients.
- Stakeholder engagement - working with internal and external stakeholders to develop strategies and communication materials.
- Content creation- developing opinion pieces, blog and website content, press materials, internal communications and reports.
- Crisis and issues management - managing press office, conducting efficient and accurate reporting, developing messaging and briefing spokespeople

- Research development & analysis (quantitative and qualitative) - understanding and demonstrating expert knowledge of Australia's media landscape

Senior Account Executive

September 2020 - March 2021 (7 months)

Pymont, New South Wales, Australia

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Edelman

2 years 8 months

Account Executive

April 2019 - August 2020 (1 year 5 months)

Sydney, Australia

- Media relations - negotiation and pitching - liaising with Tier-1 and trade media to secure impressive media coverage for clients.
- Research development & analysis (quantitative and qualitative) - understanding and demonstrating expert knowledge of Australia's media landscape
- Crisis and issues management - handling press office, efficient and accurate reporting, developing messaging and briefing spokespeople
- Stakeholder engagement - working with internal and external stakeholders to develop strategies and communication materials.
- Writing - developing opinion pieces, press materials, internal communications and reports.

- Problem-solving - finding strategic solutions in an extremely fast paced and high-pressure environment.
- Client consultation & management - advising clients how to protect, promote and evolve their brand through effective communications. Working across impressive, multi-national brands like PayPal, State Street Global Advisors, DiDi Chuxing, Australian Ethical & Juniper Networks.

Assistant Account Executive

January 2018 - April 2019 (1 year 4 months)

Sydney, Australia

Vintage Cellars Australia

Sales Team Member

March 2016 - January 2018 (1 year 11 months)

Brisbane, Queensland, Australia

Hausmann School of Public Relations (HSPR)

Graduate Student

July 2017 - July 2017 (1 month)

Paddington, Sydney

Travelled to Sydney to attend the course

Learned Public Relations skills with a deep industry engagement.

Gained a sufficient understanding in composing media lists, developing and maintaining client relationships, content creation and social media analysis.

QCOSS

Research Analyst and Communications Specialist

January 2016 - August 2016 (8 months)

West End, Brisbane.

Impressed QCOSS with my professionalism and quality of work that I was offered a paid Research Analyst role for an upcoming report

Wrote the annual QCOSS report on 'The Cost of Living and Age Pensioner Households'

Research, composed and analysed vast quantities of data relevant to the report

Interviewed various individuals and worked with government and non-government contacts

Gained valuable experience in consultancy and research

St John's College, within The University of Queensland

Community Service Convener

February 2013 - November 2015 (2 years 10 months)

St Lucia, QLD

Senior Resident, responsible for 30 residents ages 17-21 in 2014.

Community Service Convener and member of the Student Club Executive.

Looked over all fundraising and activities that benefit the wider community.

Organised various fundraising, social events for the benefit of many charities and non-profit organisations.

As convener, I oversaw the most funds raised for various charities and organisations in the College's history

Hurstpierpoint College

Sports Coach and Teacher's Assistant

January 2012 - December 2012 (1 year)

Hurstpierpoint, UK

Supervised and coached various sports throughout the year with children aged between 6-18

Taught physical education and history classes to secondary school students

Education

The University of Queensland

Bachelor of Arts (Honours), International Relations and Affairs · (2016 - 2017)

The University of Queensland

Bachelor of Arts (B.A.), International Relations and Affairs & History · (2013 - 2016)

The Armidale School

Higher School Certificate · (2004 - 2011)