

James Broom

jameslachlanbroom@gmail.com

www.jamesbroom.com

+61 451 300 606

Strategic Communications for International Development

I am a results-driven communications expert with a decade of experience in leading and implementing communications strategies for Australia's development programs. I have unparalleled communications experience across DFAT's current aid portfolio in the Asia Pacific.

Formerly Cardno International Development's Strategic Communications Manager, I led internal and external strategies, collaborating with key stakeholders including DFAT, FCDO (DFID), USAID, World Bank, and Asian Development Bank to achieve tangible impact. Prior to this, I contributed to UNESCO's Communication and Information unit in Jakarta, supporting marketing and communications materials for ASEAN and the Asia Pacific.

Currently supporting multiple DFAT programs, I leverage my expertise to drive impact in public diplomacy, gender equality, and health security. I hold a Masters in Development Studies from the University of Melbourne and a Bachelor of Media Studies (Journalism) from LaTrobe University.

Education

- Master of Development Studies, University of Melbourne, 2015 – 2017
- Bachelor of Media Studies (Journalism), LaTrobe University, 2011 – 2014
- Bachelor of Commerce (Finance), University of Melbourne, 2011 – Transfer

Professional Experience

Strategic Communications Specialist (STA) – Human Development Monitoring and Evaluation Services (HDMES) / 2024–Present

As Strategic Communications Specialist for HDMES, I support the Team Leader and DFAT personnel by producing new – and updating existing – communications products in support of the PNG-Australia Partnership. This includes professional document design, layout and formatting.

- Produce concise, high-quality communication pieces supporting HDMES initiatives.
- Contributing to reviews and evaluations, and effectively communicating results.
- Building and enhancing relationships with AHC, GoPNG agencies, and other stakeholders.

Digital Content Lead (STA) – Solomon Islands Threshold Program (SITHP) / 2024–2025

Early cessation of duties due to Trump Administration MCC Stop-Work Order

As Digital Content Lead for SITHP, I lead the design and execution of SITHP's social media and communications strategies, creating high-quality digital and print content to promote program activities and impact. I provide branding, quality assurance, and capacity-building support to ensure consistency and effectiveness across all communications.

- Developing and implementing SITHP's social media strategy, ensuring alignment with program objectives and donor requirements.
- Producing high-quality branded materials, including fact sheets, brochures, and infographics.
- Providing quality assurance across all program communications – including support to local staff – ensuring compliance with MCC branding guidelines and accessibility standards.

Communications Adviser (STA) – Building Community Engagement in PNG (BCEP) / 2022–Present

As Communications Adviser for BCEP, I support the program in promoting participatory democracy and strengthening citizen-government engagement.

- Leading proactive creation of impactful public diplomacy content for BCEP, disseminated through AHC PD channels.
- Delivering trainings to LES and project partners in order to build communications capacity, skills and knowledge in support of enhancing localisation efforts.
- Crafting speeches and talking points for senior AHC staff at BCEP-related events.
- Providing strategic communications and risk management guidance.
- Ensuring gender transformative and inclusive communication outputs.

MIS Specialist (SharePoint) – DT Global / 2022–Present

As MIS Specialist, I support DT Global projects in designing and managing SharePoint Intranets, and deliver capacity building and trainings for teams.

- Consulting with project teams to establish SharePoint Intranets aligned with Australian Government design and functionality standards.
- Developing Intranets, providing training, and troubleshooting support.
- Ensuring consistency and compliance with governance guidelines.
- Collaborating with project stakeholders and providing technical assistance.

Strategic Communications Adviser (STA) – PNG Women Lead / 2022–Present

In my role as a Strategic Communications Adviser for PNG Women Lead, I contribute to developing and implementing a high-quality public diplomacy and communications strategy.

- Developing a comprehensive branding, communications, and public diplomacy strategy and implementation plan.
- Providing capacity building and technical support to enhance communication efforts.
- Ensuring adherence to branding guidelines and safeguarding requirements.
- Collaborating with program partners and stakeholders to achieve program outcomes.

Communications Adviser (STA) – PNG Australia Transition to Health (PATH) / 2022–2024

As Communications Adviser for PATH, I provide strategic support to strengthen communications and public diplomacy in PNG.

- Developing and updating communications strategies and workplans for the program and its partners.
- Ensuring gender transformative and inclusive messaging across communications products.
- Collaborating with stakeholders, producing content, and providing surge support.
- Managing multimedia outputs and ensuring branding compliance for program partners.
- Building capacity and providing technical support for effective communication.

Communications Adviser (STA) – Indo-Pacific Centre for Health Security (CHS) / 2021–2024

As Communications Officer with CHS, I support communications activities for DFAT's Global Health Division (formerly the Health Security Initiative).

- Strategically supporting DFAT in writing, editing, content design, and social media.
- Managing social media accounts for CHS and Australia's Ambassador for Regional Health Security and preparing content for High Commissions and other diplomat accounts in our region.
- Creating and maintaining a weekly e-newsletter reaching more than 800 health security experts across the Indo-Pacific.
- Ensuring strategic communication alignment and compliance with DFAT policies.

Manager – Strategic Communications – Cardno International Development / 2017–2022

As the Manager of Strategic Communications at Cardno ID, I led internal and external communications strategies aligned with donor priorities.

- Planning and creating social media and website content for public diplomacy and business development. Empowering program implementation through knowledge sharing and capture.
- Enhancing capacity of technical advisers in communications and knowledge management.
- Overseeing and developing digital knowledge registers and platforms.
- Representing Cardno at events, conferences, and creating digital products to showcase our portfolio.

Project Assistant – UNESCO Jakarta / 2016

As a Project Assistant at UNESCO Jakarta's Communication & Information Unit, I contributed to fostering freedom of expression and information.

- Researching and supporting public advocacy campaigns on freedom of expression and knowledge societies.
- Creating presentations addressing hate speech, countering violent extremism, and the free flow of information online.
- Assisting in grant application processing, including mentoring projects for young journalists in politically-charged environments.
- Supporting and attending events like the Global Forum for Media Development and World Press Freedom Day.

Skills

Strategic Communications

Localised communications strategies aligned to your project outcomes.

Document Production and Design

Expert document production, formatting and graphic design.

Quality Assurance and Compliance

Compliance with client expectations, branding guidelines, and communications best practices.

Content Development

Custom-made content for diverse audiences, ensuring accessibility and cultural relevance.

Social Media

Managing accounts, including content creation and tracking engagement.

Capacity Building

Bespoke training sessions to build communications capacity.

Clients

My current and former clients include the governments of Australia, the US and UK, as well as multilateral organisations, managing contractors, and various private clients. The graphic below highlights a selection of these.



Referees

Available upon request.