

LACHLAN PRICE

Communications Manager | Australian Public Service (EL1-EL2)

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PROFESSIONAL SUMMARY

Strategic Communications Manager with 3.5 years of experience leading media, digital and stakeholder communications for Commonwealth agencies. Skilled in campaign planning, media management, issues and crisis communication, content strategy and audience research. Experienced in advising senior executives and managing multi-channel campaigns to inform the public. Australian citizen, Baseline clearance eligible.

PROFESSIONAL EXPERIENCE

Communications Manager (EL1) Jan 2025 – Present
Department of Health and Aged Care, Canberra ACT

- ◆ Lead a 10-person team delivering media, digital and campaign communications for a national health program.
- ◆ Manage a \$1.8M campaign budget, reaching 4M Australians with a 12% uplift in awareness.
- ◆ Provide media advice and briefing to the Secretary and Minister’s office.
- ◆ Plan and run issues and crisis communications, with response times under 2 hours.
- ◆ Set content strategy and measure results using analytics.

Senior Communications Officer (APS 6) Sep 2023 – Dec 2024
Services Australia, Canberra ACT

- ◆ Wrote media releases, speeches, web content and social posts for national audiences.
- ◆ Managed the agency social media channels, growing followers by 35%.
- ◆ Coordinated stakeholder events and a communication plan for a payments change.
- ◆ Produced plain-English guides that reduced customer enquiries by 15%.

Communications Officer (APS 5) Mar 2023 – Aug 2023
Department of Infrastructure, Canberra ACT

- ◆ Drafted newsletters, intranet articles and media monitoring reports.
- ◆ Supported events and photography for ministerial announcements.

EDUCATION

Bachelor of Communication (Public Relations)
University of Canberra, ACT – 2022

VOLUNTEERING

Communications Volunteer 2022 – Present
Canberra Refugee Support, ACT

- ◆ Run social media and newsletters for a volunteer-led charity.

KEY CAPABILITIES

- ◆ Communications strategy
- ◆ Media relations and briefing
- ◆ Issues and crisis management
- ◆ Campaign planning and evaluation
- ◆ Digital and social media
- ◆ Content strategy and writing
- ◆ Stakeholder engagement
- ◆ Audience research
- ◆ Team leadership

TECHNICAL SKILLS

Meltwater Sprinklr

Adobe Creative Suite Canva

SiteCore CMS Google Analytics

PowerPoint Microsoft Teams

KEY ACHIEVEMENTS

- ◆ Grew campaign awareness by 12% across 4M Australians.
- ◆ Increased social media followers by 35%.
- ◆ Received a Communications Excellence Award, 2025.

TRAINING & CERTIFICATIONS

- ◆ APS Leadership Foundations – APS Academy
- ◆ Government Communications Practitioner Course
- ◆ Media Training for Spokespeople
- ◆ Crisis Communications Workshop
- ◆ Digital Analytics Certification

WORK RIGHTS & AVAILABILITY

Australian Citizen
Baseline clearance eligible

Availability
4 weeks notice; Canberra based, hybrid or flexible

REFEREES

Available on request.