



## Rebecca French

### Engagement Manager

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Rebecca is an engagement and communication professional who worked across not-for-profit groups, Local and Queensland Governments for over 15 years before joining FBA. As part of the Senior Management Team, Rebecca guides the organisation in building its capacity, recognising and recording the value of FBA's engagement, enhancing community participation and fostering local, public connections with landscapes, habitats and species.

With a bent for continuous improvement and developing the potential of people, Rebecca recognises the role of human dimensions as a catalyst to bring about attitude, behaviour and practice change. Rebecca leads the Education, Environment, Engagement and Communications teams within FBA, supporting these staff to explore new, innovative partnerships, to cross-promote and integrate projects for greater reach and outcomes, and to tell the stories of how our stakeholders are enhancing and restoring environments through best practice.

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## Experience

### Engagement Manager

Fitzroy Basin Association (2015-2017)

### Marketing & Engagement Manager

Livingstone Shire Council, Rockhampton Regional Council (2006-2015)

### Marketing & Customer Service Manager

Logan Institute of TAFE (2005-2006)

### Queensland Training Awards Coordinator

Department of Education and Training (2004)

### Community Engagement Officer

Ipswich City Council (2003)

### Marketing Executive

Ipswich & Regional Area Consultative Committee (2001-2003)

## Education

### IAP2 Advanced Certificate in Engagement

International Association for Public Participation (2017)

### Graduate Certificate in Event Management

Griffith University (2006)

### Cert. III in Customer Contact (Customer Service)

Logan Institute of TAFE (2005-2006)

### Bachelor of Communications

Griffith University (1996-1998)

## Skills

- Leadership – Senior Management
- Stakeholder Engagement and Consultation
- Strategic Planning and Reporting
- Publication Development and Design
- Event and Program Management
- Marketing, Communications and Public Relations
- Disaster Management and Crisis Communication
- Reputation and Media Management
- Corporate Branding and Digital Applications
- Change Management and Systems Development

## Community Contributions

### Director

Capricorn Coast Village Festival (2017-Present)

### Media Coordinator

Capricorn Coast Outriggers Canoe Club (2015-Present)

### Chair of Communications Sub-Committee

Livingstone Shire Local Disaster Management Group (2009-2015)