



## Contact

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Location  
Gold Coast, QLD

## Education

2020-2023  
Bachelor of Arts, Double Major:  
Media - Communications, and  
Psychology  
University of Canterbury, New  
Zealand

## Skills

- ◆ Proactive and reactive media relations
- ◆ Issues and reputation management
- ◆ Integrated communications planning
- ◆ Trusted advice to senior leaders
- ◆ Holding statements, key messages and Q&As
- ◆ Spokesperson briefs and media training
- ◆ Major project and community communications
- ◆ Government, industry and stakeholder engagement
- ◆ Launches, events and earned media campaigns
- ◆ Media monitoring, sentiment and evaluation
- ◆ Social, web and video content
- ◆ Crisis and public information
- ◆ Prioritising competing demands under scrutiny

# Liam Constable

## Media and Communications Manager

Media and communications professional with proven experience in proactive and reactive media, issues management and stakeholder engagement across government, agency and corporate clients. Most recently an AO6-level Media and Communications Officer for an independent Queensland commission of inquiry, where I managed media enquiries, statements and operations and built a Queensland media network. Previously advised senior leaders and Ministerial offices on national crisis communications at New Zealand Police, and ran earned-media campaigns, launches and events across building, health, agriculture, racing and the arts at Blackland PR. Gold Coast based, calm under scrutiny, and skilled at turning complex projects into clear, credible stories.

## Experience

### Media and Communications Officer (AO6) Commission of Inquiry into the CFMEU and Misconduct in the Construction Industry | Queensland Department of Justice (independent commission)

April 2026 - October 2026 (Fixed-term contract)

- ◆ Managed Queensland media enquiries and media operations for an independent commission examining misconduct in the CFMEU and the wider construction industry: timely, reputation-focused responses, media statements and key messages, journalist liaison, camera operators, photographers and hearing exhibits.
- ◆ Built a Queensland media network across news, broadcast and online outlets, and monitored coverage and public sentiment through each hearing week to flag emerging issues early.
- ◆ Managed the X, Instagram and Facebook channels. New hearing-week templates and expanded live updates on X increased viewership, within tight restrictions.
- ◆ Managed the public website on Squiz Matrix (copy and minor coding), restructuring pages and adding a new FAQ section, and the YouTube channel (editing, subtitles, graphics), where a new template and process increased average view length.
- ◆ Managed the redesign of Reporting Hotline content and process with the external call centre provider, increasing reports reaching the Commission and the rate at which notice recipients and lawyers received a response.
- ◆ Wrote internal communications for major milestones. Covered as Records Officer for two weeks and helped create a video training series.

### Communications Consultant Prosser Communication | Wānaka, New Zealand 2026 (Contract)

- ◆ Developed the integrated communication strategy for Prosser Communication and its Winning Bids service: a 90-day guide and six-week content plan across LinkedIn, Instagram, Facebook, blog and stories, keeping one consistent story across earned and owned channels.
- ◆ Developed the website and social media channels and wrote post copy, blogs and key messages.
- ◆ Wrote the intro video shooting script and managed the shoot with an external videographer across lakeside, office and live worksite locations, then shaped the edit through selects, voiceover and edit notes.
- ◆ Developed a stakeholder brief and communications for a civil construction client's live airport infrastructure project, including communications to the airport, consent and sign-off for quotes and footage, and a health and safety review of site footage before publishing.

## Platforms and Tools

- ◆ Microsoft 365
- ◆ Media monitoring and evaluation platforms
- ◆ Squiz Matrix (CMS), Wix, Shopify
- ◆ Google Analytics
- ◆ YouTube, Adobe Premiere (editing, subtitles)
- ◆ X, Instagram, Facebook, LinkedIn
- ◆ Meta Content and Ads Manager
- ◆ Adobe Suite and Canva
- ◆ Hootsuite
- ◆ Records management systems

## Language

English

## Volunteering

- ◆ High school: Big Brother program
- ◆ University: Tutoring, mentor program, Familial Trust volunteer

## References

- ◆ Nick Gowland, Director and owner, Blackland Public Relations (written reference available)
- ◆ Juli Clausen, Director of Strategic Communications and Media Relations, New Zealand Police
- ◆ William Gunn, Principal Associate to the Commissioner, Queensland Commission of Inquiry into the CFMEU and Misconduct in the Construction Industry
- ◆ Further references available on request

### Public Relations Consultant

#### Blackland Public Relations

March 2025 - October 2025, January 2026 - April 2026 (Contract)

- ◆ Managed integrated media campaigns for New Zealand Certified Builders (NZCB): 71% industry share of voice (ahead of Master Builders), a 194% rise in media mentions in a year and 100% of broadcast voice during the largest Building Act reform in 20 years.
- ◆ As part of a team of three, coordinated the NZCB Apprentice Challenge across 19 regional events (119 stories, 300% YoY), pitching regional media and engaging MPs, mayors, councillors and local spokespeople.
- ◆ Built the national media strategy that helped secure Pharmac's Trikafta funding for children with cystic fibrosis, generating ministerial engagement up to the Deputy Prime Minister.
- ◆ Raised CEO media visibility by 339%, wrote key messages and spokesperson briefs, and delivered executive media training to prepare leaders for interviews.
- ◆ Coached 60 greyhound-racing participants through the Select Committee process as their industry faced closure, including after-hours support. Oral submissions were rated best-in-class by external PR feedback, and I secured unique broadcast stories for the industry.
- ◆ Tracked coverage and share of voice to report results and refine campaigns. Supported and guided a junior team member.

### Public Relations Contractor

#### Fuller PR | My Charity Runway

2026 (Contract)

- ◆ Delivered publicity and media relations for My Charity Runway, a charity fundraising event, pitching the event to media and supporting event-day communications.

### Media Advisor

#### New Zealand Police | National Headquarters, Wellington

October 2022 - March 2025

- ◆ Trusted adviser to senior leaders and Ministerial offices on media issues, timing and reputational risk, with a "no surprises" approach. Coordinated the response to several IPCA pursuit-crash findings and other incidents, briefing national and district leadership within 24 hours, with holding statements and real-time social posts for live, high-risk incidents.
- ◆ Led NZ communications for Operation Morpheus, a trans-Tasman gang disruption: coordinated three NZ agencies and liaised with seven Australian jurisdictions (60+ articles, 100k+ video views).
- ◆ Supported national communications during Cyclone Gabrielle and delivered communications for several street-racing operations, including Operation Cartel, managing reputational risk while highlighting Police's enforcement.
- ◆ As part of a team, delivered announcements for the Gangs Act 2024 national rollout. Deployed to Tauranga for the first operation: same-day releases, radio audio and in-the-field interviews.
- ◆ Prepared spokesperson briefs and assisted with media training for detectives and district leaders. Managed media stand-ups (runsheets, room set-up) for homicides, gang incidents and other operations.
- ◆ Supported and guided junior team members and new hires. Acted in a senior role on occasion, triaging priorities and contributing to campaign strategy.

**Earlier:** Social media and campaign contracts for small local businesses and a school (website copy, social media, events and performance reporting), February 2021 - October 2022. Customer Service Supervisor at BP Connect Moorhouse and Sold Car Specialist and Coordinator at Wheeler Motor Company, Christchurch, 2020 - 2023, while studying full time.