

# Strategic Communications Snapshot - Jade Herron

## Overview:

Strategic communications professional with more than 10 years experience across humanitarian, diplomatic, and media sectors. Worked with UN agencies, civil society, and government partners to shape narratives, manage crises, and build public engagement across the Asia-Pacific.

## Selected Highlights:

### **UNHCR Regional Communications (2020 - 2024)**

Led communications across 16 Pacific countries, including narrative strategy, digital content, media relations, and crisis response. Story sample: [From Child Soldier to Criminal Lawyer](#)

### **Missions in Australia & the Pacific (2020 - 2024)**

Delivered storytelling and community engagement projects in Fiji and regional Australia.

### **FIFA Women's World Cup (2023)**

Managed digital coverage for UNHCR's refugee athlete campaign, working with FIFA, athletes, creative teams, and the UNHCR Goodwill Ambassador unit.

### **DFAT & Home Affairs Engagement (2020 - 2024)**

Supported messaging and briefings as part of UNHCR's collaboration with Australian government departments.

### **United Arab Emirates Embassy, Canberra (2018 - 2019)**

Led media engagement and messaging strategy for bilateral events, reporting directly to senior diplomats.

### **Federal Press Gallery, Parliament House (2017 - 2018)**

Served as a federal political reporter covering national policy from within the Canberra press gallery, providing insight into media operations and public affairs.

### **Wonderful Indonesia and MOFSC Collaboration (2016)**

Pitched, secured, and delivered a cultural exchange event with Indonesia's tourism board and MOFSC to promote yacht tourism and regional ties.

## **Regional Insight (Asia-Pacific & MENA):**

Lived, worked, and travelled across Southeast Asia. Participated in a government-sponsored cultural diplomacy program in Kuwait. Brings deep regional understanding, with basic Bahasa Indonesia and Basic Modern Standard Arabic.

## **Media & Public Engagement:**

Media coverage includes ABC, SBS, The Guardian, BBC, and BuzzFeed Japan. Early career as a federal political reporter in Parliament House. Led media liaison for UNHCR and the UAE Embassy.

## **Education & Outreach:**

Led storytelling workshops and public engagement events at ANU, USYD, UniMelb, WSU, and across ACT schools.

## **Academic Qualifications:**

- Master of Middle Eastern and Central Asian Studies, Australian National University (2023)
- Graduate Certificate in International Relations and National Security, Curtin University (2017)
- Bachelor of Arts, Journalism and International Relations, Curtin University (2016)

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