

Matt Nurse

Experienced communication strategist

0407 351 277 matt@mattnurse.com www.linkedin.com/in/matt-nurse ABN 72 342 834 614

PERSONAL SUMMARY

Communication strategist with 20 years of experience in government, political and science communication. I have been a trusted adviser to government leaders and executive-level public officials.

RELEVANT SKILLS

Communication strategy

Stakeholder analysis

Audience segmentation

Government relations

Media relations

Messaging

Media training

Crisis and emergency management

PROFESSIONAL EXPERIENCE

AUSTRALIAN NATIONAL UNIVERSITY

Casual academic, 2020 – 2022

- Helping train the next generation of communication professionals by tutoring subjects including Strategies in Science Communication, Scientific Evidence and Social Change, Professional Practice, Communicating Science with the Public and Communicating for Environment and Climate Policy
- Advising students on how to write persuasive essays as an academic writing coach

DEPARTMENT OF ECONOMIC DEVELOPMENT, JOBS, TRANSPORT AND RESOURCES (Victoria)

Director of Communication and Media, 2017 – 2020

- Led and managed a team of 18 communication professionals
- Designed and implemented a new framework for developing communication strategies and integrated communication plans
- Developed integrated communication strategies and stakeholder engagement plans for major initiatives, policy changes, and budget announcements
- Presented evaluations of communication strategies to senior executives
- Led the emergency communication function of the department, including deployments to bushfire, varroa mite and anthrax emergencies
- Directly handled sensitive and complex negotiations with stakeholders

NATIONAL TRANSPORT COMMISSION (Commonwealth)

Director of Public Affairs and Communication, 2013 – 2017

- Designed and implemented a new framework for conducting stakeholder analyses
- Developed annual organisational communication strategies
- Led the redevelopment of the commission's website, with greater functionality for stakeholder engagement

PROFESSIONALS AUSTRALIA

Media and Marketing Manager, 2011 – 2013

- Revamped the organisation's media strategy
- Led the redevelopment of the organisation's website
- Implemented new branding across the organisation

OFFICE OF THE PREMIER OF VICTORIA

Senior media adviser, 2005 – 2010

- *Developed and implemented the budget communication strategy from 2008 to 2010*
- *Liaised with the parliamentary press gallery*
- *Managed issues and crises*
- *Designed and led media training for ministers*

DEPARTMENT OF INFRASTRUCTURE (Victoria)

Senior communications adviser, 2004 – 2005

- *Developed media releases, speeches and other communication material*
- *Worked with policy teams in the design phase to ensure initiatives satisfied communication requirements*
- *Managed media events*

NICOLA ROXON MP

Media adviser, 1999 – 2003

- *Developed media releases and speeches*
- *Liaised with the parliamentary press gallery*
- *Organised and managed media events*

EDUCATION

DOCTOR OF PHILOSOPHY (science communication)

Australian National University, 2020 – 2023 (expected)

MASTER OF SCIENCE COMMUNICATION (with commendation)

Australian National University

MASTER OF COMMUNICATION

Deakin University

GRADUATE CERTIFICATE OF PUBLIC RELATIONS

Deakin University

CERTIFICATIONS

ASSOCIATE FELLOW OF THE HIGHER EDUCATION ACADEMY

Advance HE & Australian National University

RESEARCH PUBLICATIONS

- Nurse, M. S., Ross, R. M., Isler, O., & Van Rooy, D. (2022). Analytic thinking predicts accuracy ratings and willingness to share COVID-19 misinformation in Australia. *Memory & cognition*, 1–10. Advance online publication. <https://doi.org/10.3758/s13421-021-01219-5>
- Van Bavel, J. J., Cichocka, A., Capraro, V. et al. (2022). National identity predicts public health support during a global pandemic. *Nature Communications* <https://doi.org/10.1038/s41467-021-27668-9>
- Pavlović, T., Azevedo, F., De, K. et al. (2022). Predicting attitudinal and behavioral responses to COVID-19 pandemic using machine learning. *PNAS Nexus*, Volume 1, Issue 3, July 2022, pgac093, <https://doi.org/10.1093/pnasnexus/pgac093>
- Nurse, M. S., & Grant, W. J. (2020). I'll See It When I Believe It: Motivated Numeracy in Perceptions of Climate Change Risk. *Environmental Communication*, 1–18. <https://doi.org/10.1080/17524032.2019.1618364>

CONFERENCE PRESENTATIONS

2021

- Who shares misinformation about COVID-19?, BI Connect Online, Behavioural Economics Team of the Australian Government, via Zoom
- Analytic thinking and COVID-19 misinformation beliefs and sharing intentions, Australasian Experimental Psychology Society (EPC – 2021), via Zoom
- The science of misinformation, National Youth Science Forum, Year 12 Forum, via Zoom

2020

- Strategic communication approaches by science communicators – what does the evidence say? Australian Science Communicators conference, Melbourne

2019

- Why do smart people become stupid when they see facts they don't like? Scepticon, Melbourne

2018

- Evidence-based science communication: Research exploring knowledge, beliefs and perceptions, Australian Science Communicators conference, Sydney