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DEAR SELECTION PANEL:

RE: APPLICATION FOR DIGITAL ADVISER (ADVISER 3) – OFFICE OF THE HON. PAT CONROY MP, FEDERAL MEMBER FOR SHORTLAND, MINISTER FOR DEFENCE INDUSTRY, MINISTER FOR PACIFIC ISLAND AFFAIRS

I hereby submit my application for the position of Digital Adviser in the Office of Minister Pat Conroy.

Over the last 14 years, I have worked at the intersection of politics, media, and public trust – across the ABC, SBS, and international outlets – delivering digital communication in environments where accuracy, speed, and judgment are non-negotiable. I have operated in lean, high-trust teams where independent decision-making is expected and where clarity determines whether information cuts through or compounds noise. It is the environment in which I do my best work, and one that translates directly to a ministerial office responsible for portfolios as strategically consequential as defence industry and Pacific engagement.

What distinguishes my candidacy is not simply that I can design graphics, film and edit video, or run social channels – all of which I have done at scale – but that I bring newsroom-forged editorial judgment, political discernment, and ministerial-grade discretion to digital strategy. I understand the line between informing and promoting, and how to use tools from either context to make complex policy visible without diminishing its substance. I know why content lands, when it should move, and where to. My background in economics and econometrics strengthens this: I build reporting systems, interpret data with fluency, and translate analytics into actionable insights that sharpen strategy rather than decorate it.

At ABC News, I pioneered the organisation's short-form video journalism strategy, establishing frameworks now used nationally across Instagram Reels, TikTok, and YouTube Shorts. I built automated workflows, coded tools, and delivered national training to support adoption across teams. My newsroom experience has trained me to rapidly get across unfamiliar subject matter – asking the right questions, identifying what matters, and ensuring I am substantively informed before publishing. This is directly relevant to the defence industry portfolio, where communication must balance technical accuracy, sovereign capability priorities, workforce realities, and public trust. My ability to translate complexity without dilution is well suited to explaining procurement processes, industry partnerships, and the practical impact of government investment in the Hunter Region and the people of Shortland.

The Pacific portfolio is one I approach with cultural literacy and lived experience. I speak French at a professional level, directly relevant to engagement with New Caledonia, French Polynesia, and regional forums. My training at NITV in cultural-protocol-led journalism taught me how to communicate with respect, accuracy, and community-first framing – principles that transfer cleanly to Pacific engagement, where relationships, trust, and clarity matter as much as policy detail. I understand the need for communication that is visible without being performative, and strategic without losing its human register.

I have delivered live digital coverage of federal elections, international broadcasts, and major national events. These are environments where composure matters, decisions are public, and there is no margin for error – experiences I believe would be valuable within a senior minister's office. I bring strong judgment, discretion, and an instinct for alignment across teams. I am comfortable taking initiative, managing competing priorities, and producing work that is both strategically grounded and operationally seamless.

I am an Australian citizen and available to commence at short notice. Please find my CV attached along with references and work samples. Thank you for your consideration, and I hope to hear from you soon.

WARM REGARDS,

SHAMI SIVASUBRAMANIAN