

Professor Jim Macnamara PhD, FAMEC, FAMI, CPM, FPRIA

Jim Macnamara PhD, FAMEC, FAMI, CPM, FPRIA is Distinguished Professor of Public Communication at the University of Technology Sydney (UTS).

He is also a Visiting Professor at The London School of Economics and Political Science (LSE), Media and Communications Department, and a Visiting Professor at the University of the Arts London, College of Communication.

Jim is recognised internationally for his research into evaluation of public communication such as advertising and public relations and for his recent pioneering research into organizational listening by governments, corporations and non-government organizations.



Jim lived in London in 2016 working at LSE and with the UK Cabinet Office post-*Brexit* undertaking research in relation to organizational listening and engagement. His findings and recommendations, described as “of major international significance”, have been reported in a detailed [research report available online](#), a number of journal articles, a [public lecture](#) at The London School of Economics and Political Science, and a book published by Peter Lang, New York (*Organizational Listening: The Missing Essential in Public Communication*). He also has continued his research into organizational listening among leading global corporations.

His work on evaluation of communication has included:

- Advisor on development of the UK Government Communication Service (GCS) Evaluation Framework in 2015 and serving as a member of the GCS Evaluation Council in 2016;
- Chair of the Academic Advisory Group of the International Association for Measurement and Evaluation of Communication (AMEC) and one of the key architects of the AMEC Integrated Evaluation Framework launched in June 2016;
- Member of a US Task Force on Standardization of Communication Planning and Evaluation Models;
- Adviser to the European Commission Directorate-General for Communication (DG COM) in Brussels on evaluation of EC communication and citizen engagement;
- Commissioned in 2015 to develop an evaluation framework for strategic communication by the New South Wales state government in Australia covering advertising and public relations.

In 2017 he was awarded [The Don Bartholomew Award](#) for “outstanding service to the communications industry” by the UK-based International Association for Measurement and Evaluation of Communication (AMEC) and also [The Pathfinder Award](#), “the highest academic honour” awarded by the Institute for Public Relations (IPR) in the US.

Jim is the author of 16 books including:

- [Evaluating Public Communication: Exploring New Models, Standards, and Best Practice](#) (Routledge, UK, 2018); and
- [Organizational Listening: The Missing Essential in Public Communication](#) (Peter Lang, New York, 2016).

Before joining UTS Jim had a distinguished 30-year career in professional communication practice spanning journalism, public relations and media research, including founding and heading the Asia Pacific office of global media research company, CARMA International.