

Communications manager, the job



COM-33 2 Days (14 Hours)

Description

This training will facilitate your taking up the role of communications manager, by focusing on identifying your role and your missions. It will also provide you with new tools and methods to acquire good methodological reflexes and design appropriate communication actions.

Who is this training for ?

For whom

Any person in charge of the company's internal and/or external communications.

Prerequisites

None.

Training objectives

- Understand the scope of actions of the function
- Develop events and public relations
- Master the rules of internal communication and writing
- Know how to write a brief to agencies
- Monitor and measure communication actions

Training program

Cerner les rôles et missions

- Evolution of communication and the profession.
- Expanding the fields of intervention: internal, institutional, commercial, external, digital communication.
- Limits of the function .
- Practical work Exercise: creativity in the form of Mind Mapping and discussion around the function.

Concevoir sa stratégie de communication

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- Define communication needs: audit, surveys.
- Establish a diagnosis.
- Analyze and evaluate the results.
- Control the major stages of a communication plan.
- Case study Development of a communication policy based on a business diagnosis.

Développer les relations publiques

- Organizing your events: the toolbox.
- Working with journalists: good practices.
- Know how to write a press release and a press kit.
- Disseminate a positive image of the company: logo, graphic charter, .
- Practical work Construction by participants of an action plan for their company.

Maîtriser les leviers de la communication interne

- Build an effective internal communications policy.
- Animate and bring your intranet to life.
- Use dialogue and evaluation tools.
- Set up digital communication systems: e-newsletter, RSS feed, blogs,.
- Practical work List of new means of internal communication and their uses.

Réussir ses communications écrites

- Master informative writing techniques.
- Choose your vocabulary.
- Simplify your sentences.
- Combine writing, audio and video.
- Practical work Writing a written document, based on a contextualized problem.

Travailler avec les agences

- Define your evaluation criteria for choosing an agency.
- Know how to write a "brief".
- Monitoring and control.
- Follow a plan, establish a budget and ensure deadlines are met.
- Practical work Creation of a criteria grid to make the best choice of service providers.

Piloter et évaluer les actions de communication

- Define the measurement and evaluation criteria according to the defined objectives.
- Design and monitor your dashboards.
- Produce reports.
- Practical work Creation of dashboards and case studies to monitor communication actions.