

## The Communications Officer



COM-33 2 Days (14 Hours)

### Description

Have you recently taken on the role of communications manager? Or after a few months of practice, do you want to compare your experience and practices to those of other communications professionals? This communications manager training is designed to help you acquire the methodology and professionalism of a successful communications manager in a constantly changing world.

### Who is this training for ?

#### For whom

- Newly promoted communications officer.
- Communications project manager.
- Any person taking up a position.

#### Prerequisites

None.

### Training objectives

- Take ownership of communication issues in the age of the social Web.
- Identify the main traditional and digital communication tools.
- Manage communication projects.
- Evaluate the performance of communication actions.

### Training program

Maîtriser les spécificités du métier de chargé(e) de communication

- Identify the challenges, targets, actors and territories of communication.
- Define your scope of action and your missions.
- Map the stakeholders.

### Définir les besoins et les objectifs de communication

- Identify communication needs.
- Define SMART objectives and associated performance indicators.
- Integrate eco-design into your practice.

### Mettre en place des outils de communication

- Choose the most relevant communication tools.
- Integrate media developments and the media mix.
- Understand the specificities of e-reputation.

### Piloter et évaluer les projets de communication

- Identify the key steps and questions for setting up and managing communication projects.
- Define omnichannel measurement and evaluation criteria based on the objectives.

### Travailler avec des agences de communication ou des freelance

- Manage service providers.
- Write a brief.
- Define the selection criteria and the rules of collaboration.