

The Communications Dept.



WHAT WE DO

We make things happen

With over 20 years experience working in the industry we provide practical, results driven marketing & communications solutions tailored to your organisation.

We provide the perfect combination of marketing smarts & supreme organisation skills; delivered with an easy-going approach. This means you get the results you need & don't lose any hair in the process.

Marketing

Marketing strategy; marketing plans & activity schedules; websites; brochures; digital campaigns; social media; content management strategies; newsletters; product launches; promotional events; customer presentations; results reporting & monitoring.

Communications

Copy writing; report writing; media releases; media management; corporate communications; staff communications; stakeholder engagement; community consultation.

Brand

Brand strategy development; value proposition & brand attributes; tag lines; graphic designer briefs; imagery direction; logo development; corporate style guides & brand implementation guidelines.

CHECK US OUT

Read what our clients have to say about our work at www.thecommunicationsdept.com.au/testimonials/

HOW WE CAN HELP

Strategy Development & Implementation

We work with you to understand your organisation & your objectives, offerings, clients &/or stakeholders. We then develop a marketing or communications strategy customised to your needs. If you need help with implementation, we can assist there too.

Make Us Your Department

For organisations who need marketing/comms support but don't have the skills in-house, we provide ongoing support on a part-time or casual basis. We can project manage the ongoing implementation, monitoring & reporting of your activities, or coordinate the implementation of specific projects.

Brand Identity/Logo Development

We help you articulate your brand vision & work with graphic designers to create a high impact, enduring brand identity that is reflective of your organisation's unique offering & personality.

Strategy Workshops

Always interactive, engaging & insightful, our marketing workshops can be customised for your organisation or you can join as part of a group session. You'll walk away with practical strategies you can apply immediately.

LET'S WORK TOGETHER

Michelle Hudson

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