

The Communications Dept.



SERVICES FOR LOCAL COUNCILS

HOW WE HELP

We get things done

In an environment of rate capping and increasing expense pressures, the ability to employ experienced communications and engagement professionals in-house can be a challenge for many Local Councils.

The Communications Dept. is a regionally based communications, engagement and brand management consultancy providing support that is practical, creative and effective. We provide value at both strategic and implementation levels and, when you need it, we are available to help you with just about any communications, engagement or branding project you throw our way.

Our skills are wide and varied and whilst we are communication and engagement consultants by trade, we have experience in strategy and implementation that can be applied to a variety of different projects.

We're smart, we write well, we present well and we're highly organised.

ABOUT US

Michelle Hudson has over 24 years' experience as a communications and engagement specialist, working for large corporates, small and medium businesses, government and not for profit organisations.

A combination of strategic communications experience, exceptional project management skills and all-round attention to detail, underpins our ability to deliver effective results time after time.

OUR SERVICES

Communications Strategy & Implementation

- Communications strategy development
- Integrated communications program development
- Public awareness campaign development
- Campaign implementation
- Stakeholder analysis
- Key message development
- Media management – media releases, journalist liaison
- Event management/coordination
- Copywriting
- Collateral production – websites, brochures, signage, banners, newsletters, fact sheets etc

Stakeholder/Community Engagement

- Engagement strategy development – IAP2 aligned
- Development of engagement plans & templates
- Engagement measurement & evaluation approaches
- Community engagement tools & techniques
- Experienced workshop/focus group facilitator

Brand Strategy & Implementation

- Corporate brand strategy development
- Brand implementation – brand style guides, staff operational guidelines & procedures.
- Creative briefs & project management of graphic designers to implement brand strategy.

Customer/Community Research

- Project manage major customer/community/stakeholder research projects
- Development of research project briefs
- Manage primary research consultants on behalf of Council
- Project manage internal stakeholders relevant to the research project.

The Communications Dept.



Internal Communications

- Development of internal communications strategies & programs
- Facilitation of staff workshops (strategic planning, staff engagement)
- Development of info-graphics to simplify key message communication.

Workshop/Focus Group Facilitation

- Workshop/focus group planning & outcome setting
- Workshop/focus group facilitation – using interactive & engaging techniques
- Results & outcomes report writing – concise summaries &/or detailed interpretations

Report Writing & Presentations

- Corporate strategy
- Board/Council papers
- Policy and procedures
- Development of info-graphics to simplify information sharing and key message comprehension.
- Research reports
- Development and delivery of high quality, effective presentations (Powerpoint, Prezi)

Project Management

- Development of comprehensive project plans
- Experienced in cross-functional project team leadership
- Milestone/schedule management and reporting
 - Project stakeholder management
- Project budget management

CHECK US OUT

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

Make Us Your Department

WHY THE COMMS DEPT?

We're easy to work with & deliver results

- We're regionally based and understand how to communicate and engage with regional communities. We 'get' their challenges and aspirations.
- We have first-hand experience operating within challenging and complex community engagement projects.
- We have experience working within government environments – we've developed engagement and communications policies and procedures, and managed various government and community stakeholders.
- We have experience working with external, community based boards of management.
- We operate confidently and proficiently at both strategic and operational levels.
- We're IAP2 certified and invested in professional development and networking within Border/North East Community Engagement practitioners.
- We have excellent communication skills – interpersonal, writing and presentation skills.
- We pride ourselves on being easy to work with (actually, a pleasure to work with)

LET'S WORK TOGETHER

Michelle Hudson

Director

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