

# Course : Communication assistant, the job

identify all the issues and relay the company's image effectively

**Practical course - 2d - 14h00 - Ref. CMU**

**Price : 1280 € E.T.**

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Through their missions, communication assistants help to anchor a positive corporate image. This course will help you understand the challenges of corporate communications and identify your key actions, both internally and externally.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the challenges of corporate communications
- ✓ Identify the tasks and role of the communications assistant
- ✓ Have methods and tools to implement and monitor actions
- ✓ Integrate the specifics of digital communication
- ✓ Contribute to smooth relations between the various players

## Intended audience

Communications assistant, anyone involved in implementing internal or external communications initiatives.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Group exercises to analyze messages and build monitoring indicators, concrete case studies followed by participative exchanges.

## Course schedule

### PARTICIPANTS

Communications assistant, anyone involved in implementing internal or external communications initiatives.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the challenges of corporate communications

- Enhance the company's image and reputation.
- Adapt the form of communication to the fields of intervention.
- Integrate new approaches: digital, brand content, stakeholders, CSR.

### Hands-on work

Corporate and employer brand analysis.

## 2 Efficiently assist the Communications Department

- Position the assistant's role as a pivotal point in the organization.
- Organize internal and external contacts.
- Contribute to the cohesion and fluidity of the team's actions.

### Hands-on work

Identify internal and external contacts.

## 3 Contribute to the implementation of communication activities

- Planning and organizing an event.
- Working with journalists: press kits, conferences, press briefings.
- Use digital tools for internal and external communication.
- Understand and use the specific features of different social media.
- Master informative and Web writing techniques.
- Ensuring the company's visual identity: the graphic charter.

### Exercise

Rédiger de textes adaptés aux supports de communication numériques. Réaliser les rétro-plannings, fil conducteur et invitation pour un événement.

## 4 Participate in the development of the communication plan

- Master digital monitoring and diagnostic tools.
- Identify the objective of the action and its target.
- Understand how a message is developed and the choice of means.
- Monitor the progress of the communication plan.
- Summarize the action plan.

### Hands-on work

Réaliser un questionnaire en ligne (logiciel Survey Monkey) pour analyser le lectorat d'un support interne. Réaliser un tableau de synthèse des actions de communication.

## 5 Follow-up on communication actions

- Working with external service providers: selection and collaboration.
- Plan and monitor the progress of action plans.
- Identify relevant evaluation criteria for each communications activity.
- Draw up a communication action report.

### Hands-on work

Organiser un appel d'offres pour la réalisation d'un projet. Construire un tableau de bord de pilotage.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

**REMOTE CLASS**

2026: 23 Mar., 1 June, 12 Oct.

**PARIS LA DÉFENSE**

2026: 23 Mar., 1 June, 12 Oct.