

Course : Communications manager, the job

Practical course - 2d - 14h00 - Ref. OCM

Price : 1530 CHF E.T.



4,8 / 5

BEST

This training course will make it easier for you to become a communications manager, by identifying your role and your missions. It will also provide you with new tools and methods to help you acquire the right methodological reflexes and design appropriate communication actions.



Teaching objectives

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

- ✓ Understand the function's scope of action
- ✓ Develop events and public relations
- ✓ Master the rules of internal communication and writing
- ✓ Writing agency briefs
- ✓ Monitor and measure communication actions

Intended audience

Anyone in charge of internal and/or external corporate communications.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

A toolbox enables participants to become more operational and put into practice the methodology and concepts they have learned.

Teaching methods

The teaching approach is based on the participants' own experiences, and punctuated by examples and case studies.

Course schedule

PARTICIPANTS

Anyone in charge of internal and/or external corporate communications.

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.

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.

1 Identify roles and missions

- Developments in communication and the profession.
- Expanded scope of intervention: internal, corporate, commercial, external and digital communications.
- Function limits.

Hands-on work

Creativity exercise in the form of mind mapping and discussion of the function.

2 Designing your communication strategy

- Define communication needs: audit, surveys.
- Make a diagnosis.
- Analyze and evaluate results.
- Master the main stages of a communication plan.

Case study

Develop a communications policy based on a company diagnosis.

3 Developing public relations

- Organizing events: the toolbox.
- Working with journalists: good practice.
- How to write press releases and press kits.
- Promote a positive corporate image: logo, graphic charter...

Hands-on work

Participants draw up an action plan for their company.

4 Mastering the levers of internal communication

- Build an effective internal communications policy.
- Creating and maintaining an intranet.
- Use dialogue and assessment tools.
- Set up digital communication systems: e-newsletters, RSS feeds, blogs, etc.

Hands-on work

List of new internal communication tools and their uses.

5 Successful written communication

- Master informative writing techniques.
- Choose your vocabulary. Simplify sentences.
- Combine print, audio and video.

Hands-on work

Produce a written document based on a contextualized problem.

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 to review your request and its feasibility.

6 Working with agencies

- Define your evaluation criteria when choosing an agency.
- Know how to write a "brief".
- Monitoring and control.
- Plan, budget and deliver on time.

Hands-on work

Creation of a criteria grid to help make the best choice of service providers.

7 Manage and evaluate communication initiatives

- Define measurement and evaluation criteria based on defined objectives.
- Design and monitor dashboards.
- Produce reports.

Hands-on work

Creation of dashboards and case studies to monitor communication actions.

Dates and locations

REMOTE CLASS

2026 : 2 Apr., 11 June, 21 Sep., 19 Nov.