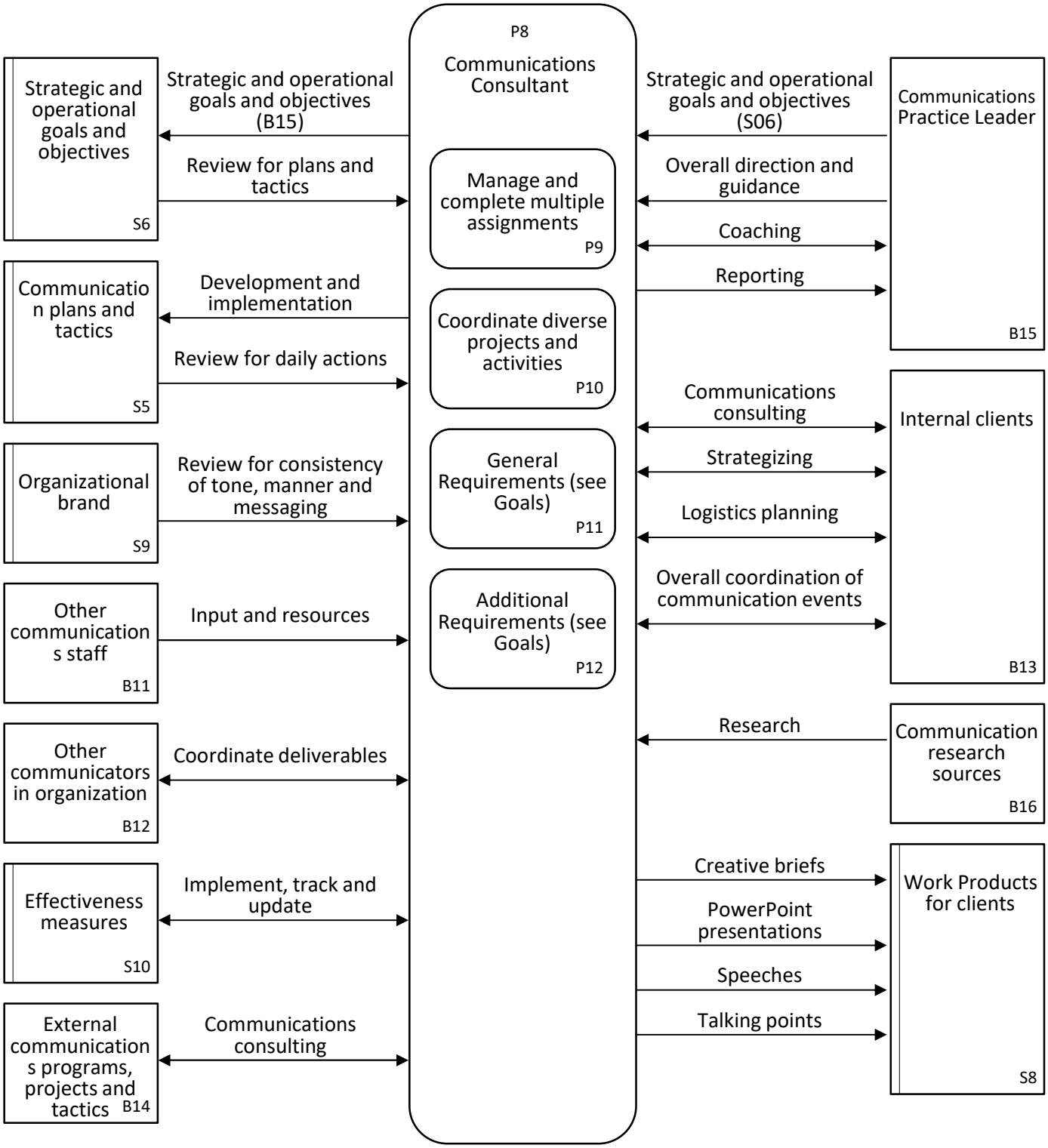
Area Title:	Communications Consultant	ID:	DC5UB45A
Map Title:	Communications Consultant	Map ExtID:	OF63JA8V
Map Type:	Map	Date/Time:	2021/08/02 08:10:06 PM



Map and Plan Area ID: **DC5UB45A**
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Flow codes: ==>[] : to Central Process; <==[] : from Central Process; <==> : to/from Central Process	Candidate Interview Information Capture		
Main Text	**Evidence/Examples**	**Notes**	**Score 1 to 5**
Communications Consultant *Map Central Process*			
Major Goal Deliver, protect and promote the organization's brand and reputation			
Goal General Requirements			
Note Minimum five (5) years of experience working in a complex corporate communications environment with demonstrated excellence in developing, implementing and monitoring strategic communications programs.			
Note Education - Bachelor's degree in journalism, english or business administration or related field, OR four (4) years of experience in a directly related field.			
Note - High School Diploma or General Education Development (GED) required.			
Goal Additional Requirements			
Note Ability to coordinate diverse projects and activities into a cohesive and strategic communications program.			
Note Thorough knowledge of policies, practices and systems.			
Note Complete understanding and application of principles, concepts, practices, and standards.			
Note Full knowledge of industry practices.			
Note Broad application of principles, theories, and concepts in applicable discipline, plus working knowledge of other related fields.			
Note Must be able to work in a Labor/Management Partnership environment.			
Manage and complete multiple assignments P9			
Change Idea Manage and complete multiple assignments			
Note Do this in short time frames			
Coordinate diverse projects and activities P10			
Goal For a cohesive and strategic program for a single client or for a program			
General Requirements (see Goals) P11			
Additional Requirements (see Goals) P12			
Left Side Column			
Strategic and operational goals and objectives S6			
<==[] Strategic and operational goals and objectives (B15)			
==>[] Review for plans and tactics			
Communication plans and tactics S5			
<==[] Development and implementation			
==>[] Review for daily actions			
Organizational brand S9			
==>[] Review for consistency of tone, manner and messaging			
Other communications staff B11			
==>[] Input and resources			
Goal Fulfill the objectives of communication plans and projects on behalf of communications practice leaders' clients.			
Other communicators in organization B12			
<==> Coordinate deliverables			
Goal Ensure that special projects are in compliance with negotiated timelines/financial allocation			
Effectiveness measures S10			
Goal Determine effectiveness of communications programs and create plans to improve results.			
Goal Determine effectiveness of communications programs and create plans to improve results.			
<==> Implement, track and update			
External communications programs, projects and tactics B14			
<==> Communications consulting			
Right Side Column			
Communications Practice Leader B15			
[]<== Strategic and operational goals and objectives (S06)			
[]<== Overall direction and guidance			
<==> Coaching			
[]==> Reporting			
Internal clients B13			
<==> Communications consulting			
Note Verbal communication			
Note Advice on communication issues			
Note Advice on written communication plans			
<==> Strategizing			
<==> Logistics planning			
<==> Overall coordination of communication events			
Communication research sources B16			
[]<== Research			
Work Products for clients S8			
[]==> Creative briefs			
[]==> PowerPoint presentations			
[]==> Speeches			
[]==> Talking points			

Communications Consultant

Major Responsibilities:

- Develop and implement communications plans and tactics to fulfill the strategic and operational goals and objectives of the program developed by the communications practice leader for his/her clients to deliver, promote and protect the organization's brand and reputation.
- Provide communications consulting to internal clients on internal and external communications programs, projects and tactics. Consulting activity will vary from verbal communications or advice on communications issues to providing written customized communications plans.
- Strategize with client, writes creative briefs, researches and analyzes information, prepares presentations (PowerPoint presentations, speeches and talking points), plans logistics, and manages overall coordination.
- Ensure content is consistent with the Kaiser Permanente brand in terms of tone, manner, and messaging.
- Manage and complete multiple assignments in short time frames and coordinate diverse projects and activities into a cohesive and strategic program for a single client or for a program.
- Acquire the input and resources of other communications staff in the organization to fulfill the objectives of communication plans and projects on behalf of communications practice leaders' clients.
- Coordinates the deliverables of other communicators in the organization to ensure that special projects are in compliance with negotiated timelines/financial allocations.
- Implement measures to determine effectiveness of communications programs and create plans to improve results. Implement measures to determine effectiveness of communications programs and create plans to improve results.

Experience:

- Minimum five (5) years of experience working in a complex corporate communications environment with demonstrated excellence in developing, implementing and monitoring strategic communications programs.

Education

- Bachelor's degree in journalism, English or business administration or related field, OR four (4) years of experience in a directly related field.
- High School Diploma or General Education Development (GED) required.

License, Certification, Registration

- N/A

Additional Requirements:

- Ability to coordinate diverse projects and activities into a cohesive and strategic communications program.
- Thorough knowledge of policies, practices and systems.
- Complete understanding and application of principles, concepts, practices, and standards.
- Full knowledge of industry practices.
- Broad application of principles, theories, and concepts in applicable discipline, plus working knowledge of other related fields.
- Must be able to work in a Labor/Management Partnership environment.