

comms team 2.0

the j.d.*

Every comms team member - from head to assistant - needs to be able to effectively deliver the core comms skills detailed below. Specialist areas need to be delivered by those in the team with the right experience and knowledge.

For a team to perform at the highest level the difference between core and specialist skills needs to be understood and reflected in the team structure.

This is not intended to be a one size fits all - this model is a starting point to help you tailor a team JD to suit your organisation.



*job description