



CommsMentor

The CommsMentor program has been developed for organisations that have one staff member delivering the communications role, who needs support and/or skills development.

The program provides peace-of-mind to senior managers, builds the confidence of the communications team-member and optimises their capacity; building higher level skills and knowledge. It also increases awareness among your team of the integrated nature of the communications role.

Whether you seek to build capacity, strategic level insight, assistance with operationalising your plans, the latest information on social media or creative inspiration, these packages have all bases covered.



“The mentoring gave me personalised guidance and feedback on how to approach the work; this was immensely helpful and reassuring. It improved my confidence and I gained new skills I can take with me.”

Bec Busby, former Yackandandah Health staff member responsible for communications

“Having Birgit supervise Bec was a great help in such a small organisation. It improved our understanding and respect for the communications plan and the communications materials improved as a result.”

Annette Nuck, CEO, Yackandandah Health

CommsMentor gives you:

- Support for a senior manager in supervising and developing a communications team-member's skills
- An experienced communications professional on tap to assist your organisation
- A plan that ensures communications actions don't slip down the priority list when things get busy
- An improved understanding of the role and application of communications in your organisation
- Higher productivity due to reduced delays
- Building the skills and confidence of your communications person
- Keeping up to date with the latest developments in communications and social media

Packages

	CommsMentor 4 Months	CommsMentor 6 Months	CommsMentor Extra 6 Months
Initial consultation - 1.5 hours	✓	✓	✓
Personal communications development plan based on your organisation's communications needs	✓	✓	✓
Agreed success measures	✓	✓	✓
Email assistance 24 hour turn-around	3 emails per month	3 emails per month	5 emails per month
Personal 45 min phone/Skype/ Zoom call	1 per month	1 per month	2 per month
Monthly progress report	1 per month	1 per month	1 per month
PLUS: E-newsletter updates on communications and social media developments. Invitations to regional training opportunities	✓	✓	✓

How does it work

Birgit will meet with a senior member of your organisation and your communications staff member in an initial consultation to understand your communications needs, the staff member's skill levels, strengths and weaknesses and learning preferences.

A tailored mentoring plan will then be prepared. This includes the allocation of tasks and professional development recommendations. Birgit will work with your staff member once a month either in person, on the phone or online to provide guidance, discuss any issues and give encouragement and feedback. In addition, Birgit is available for assistance via email for small queries along the way.

Success measures and milestones will be agreed and regular updates provided to the relevant senior manager on progress against the mentoring plan.



About Birgit

Birgit Schönafinger will bring her 20 years' communications experience to mentor your team-member and liaise with their supervisor. Birgit will prepare a development plan that builds your staff member's competencies, meets your organisation's communication needs and supports your business.

Birgit prides herself on her flexibility. She knows skills needs and organisations' communications agendas vary greatly.