



EDUCATION SPECIAL

NOIDA



CONSUMER CONNECT INITIATIVE

Voice of an organisation

In today's dynamic business environment, corporate communication has emerged as an integral part of every enterprise and offers ample job opportunities

**Purnima Goswami
Sharma**

Think of corporate communication as the voice of an organisation. It speaks internally, to employees, as well as externally, to suppliers, vendors, media, investors and other stakeholders. It speaks when things are going well in the corporation and when there is a crisis. As with all good and effective communication, it must be clear, consistent and controlled. There are many varying aspects of corporate communications, and they can all affect or contribute to an organisation's reputation.

Effective communication matters in today's global economy as it serves as the conscience of the corporation and determines the organisation's reputation especially since the need is to communicate across various socio-economic groups, languages and cultures that may be present within an enterprise.

"Corporate Communication is the crafting and management of all internal and external communication aimed at creating a favourable reputation among the various stakeholders of a company," says Mangal Karnad who has three decades of experience in communications

marketing and sales and is co-founder of Fable Square, a Bengaluru-based marketing agency.

Corporate communications includes advertising, public relations, events management, corporate social responsibility (CSR),

tray his organisation's ability to fulfil its promises made about its products or services, to people working for the organisation or shareholders.

"The role involves building contacts with relevant trade bodies and associations and also spokesper-



EDUCATION AND SKILLS NEEDED

To enter this field, graduation or post-graduation in any discipline is needed along with specialisation in marketing, integrated communication or even mass media. A course in mass communications or communications management provides the knowledge and skills to get into this field. There are large numbers of institutes offering postgraduate diplomas or Master's Degree in Public Relations along with advertising or corporate communications.

A person who wishes to pursue a career in this field must have the ability to understand the business, and have the knowledge about the company and its business. "You should be a people's person, be enterprising, and have a good hold over language and communication skills - both written and spoken - as you may be required to draft a press release, develop marketing copy, or manage the company's Twitter or Facebook account. Persuasive skills



also important is being well-versed with all emerging channels of communication viz. phone, e-mail, fax, office memos, verbal communication, letters, website, blogging, video conferencing, etc. Communication experts have to handle internal messaging, crisis management, public relations, external communication, brand and

communicate with their stakeholders on a sustained basis to build and enhance corporate reputation and grow their businesses. Also, since we live in the age of online and digital communication in which organisations need to be very quick to respond to negative feedback or crises, there is a growing need for qualified and experienced communications professionals," explains Veena Gidwani, Senior Advisor - Corporate Communications, Centrum Group.

CHALLENGES

A communication specialist is responsible to actively connect and collaborate with colleagues from other departments, which requires excellent teamwork and collaboration skills. He needs to be updated on the news about the organisation, the competition and the industry. "While a career in corporate communications can be satisfying, some of the challenges faced are related to keeping the various internal business heads happy by efficiently handling their needs and requests, working for long hours, getting short deadlines to get things done,

dependence on third parties like media for results and who may sometimes let you down in spite of meticulous planning," adds Gidwani.

Most important is to be sensitive to an issue that can get blown up into a crisis and have a plan ready to mitigate possibilities.

You must keep acquiring new skills and be updated. "Build relationships with the stakeholders, not because the job demands it, but to be able to learn and have genuine friends in the industry. Have mentors, take tips from seasoned senior professionals. This profile can be rewarding and fulfilling, but it demands lots of patience," says Karnad.

In today's dynamic business environment, corporate communications has emerged as an integral part of every enterprise. Hence, there are plenty of employment opportunities in commercial organisations, government organizations, advertising, event management, tourism companies, NGOs and finance firms.

—For editorial feedback, write to dipti.srivastava@timesgroup.com

EFFECTIVE COMMUNICATION MATTERS A LOT IN TODAY'S GLOBAL ECONOMY SINCE IT SERVES AS THE CONSCIENCE OF A CORPORATION AND DETERMINES THE ORGANISATION'S REPUTATION

and the designing and printing of brochures, annual reports, etc.

A corporate communications manager must manage the perception of the stakeholders with respect to the organisation. Stakeholders can be employees, customers, vendors, distributors, competitors, investors, government offices, etc. A good corporate communication manager should be able to correctly por-

sons of various organisations, and showcase the leadership of the company positively especially during times of crisis. A crisis - like litigation, criminal allegation, violation of regulations, etc., - is something that can hurt the revenue of the company. A good corporate communication manager must be able to protect/defend the reputation of both the company and its employees," adds Karnad.

are a must since this will help to persuade media, analysts or even other companies to partner with your company. Interpersonal skills and the ability to build and nurture relationships with both internal and external stakeholders is critical. A creative bent of mind and an eye for detail is needed along with an ability to stay unfazed during a crisis," says Karnad.

Since communications skills are paramount, what's

reputation management, departmental realignment, as well as monitoring results of all communication activities.

SCOPE

"With the rapid economic growth seen in the past few years and the emergence of several new business sectors like e-commerce, food and hospitality, personal care, entertainment, telecom, financial services, etc., corporates need to commu-