

Accreditation Level 1

Knowledge

- What is internal communication?
- The role of communication (where it fits in the organisation, etc)
- How does it work? The basics – understanding audience, messages, media, objectives and results
- Awareness of the relationship between human resources, internal communication and marketing in the relevant sector
- Awareness of the role of research and measurement in internal communications practice
- An understanding of the law as it relates to internal communication disciplines
- A basic understanding of communication channels

Skills

- The fundamentals of writing and sub-editing – proofreading, grammar, style, use of plain English, etc
- Interviewing for publication and research
- Photography and design basics
- How to plan simple programmes/campaigns
- Working with clients (internal or external) and suppliers
- Demonstration of good interpersonal skills

Direct experience

Working as an assistant or junior team member

- Supporting colleagues in the delivery of communication campaigns
- Exposure to a variety of channels and techniques
- Basic news and feature writing for a variety of channels

Accreditation Level 2

Knowledge

- How internal communication links to business strategy
- Communication and leadership – communications competencies, building a diverse team, the role of leaders, motivation, etc.
- How to select and evaluate different internal communications media
- The role and benefits of face to face communication
- How to use measurement and research in internal communication
- Awareness of wider communications disciplines (PR, marketing communications, etc)

Skills

- Developing and managing relationships - between human resources, internal communication and marketing. Handling supplier relationships. Awareness of challenges.
- Simple facilitation skills for research and planning meetings
- Speechwriting and scriptwriting
- Providing tactical advice to managers on communications practice
- Conducting limited scope research projects
- Planning a complex communications campaign/programme

Direct experience

- Managing a range of internal communication channels (some for projects – others as a continuous responsibility)
- Developing campaigns to defined objectives
- Organising and running events, including roadshows, workshops and conferences
- Conducting small-scale qualitative and quantitative research projects
- Working with colleagues and other business functions/stakeholders
- Demonstrating working within a team

Accreditation Level 3

Knowledge

- Financial and strategic planning: control of communications budget, forecasting and planning, building a business case, justification and value, understanding of return on investment
- Understanding and knowledge of management theory and practice relevant to own sector. Developing and driving current best practice
- Planning complex internal communication programmes
- Following good practice in people management and budgeting
- Understanding and knowledge of relevant professional codes of practice including awareness of company law (eg finance, HR) and how it relates to people management and communication (eg copyright, libel) and risk management
- Evaluation of internal communications best practice
- Understanding of organisation culture: multi-faceted structures, risk and culture, management communications, crisis communication

Skills

- Resource management: specifying and managing suppliers, including negotiations and account management within the communications supply chain
- Maintaining internal networks – stakeholder management
- Coaching and leading small teams
- Coaching managers on their communications programmes – style and techniques
- Improving organisational communication flow
- Development of guidelines and policies for consistency
- Developing and delivering complex projects
- Planning and managing detailed research projects
- Understanding of production techniques
- Measurement of success of communications

Direct experience

- Supporting business change/strategy implementation at Board level

- Planning a long-term communications programme for a large organisation
- Developing communication campaigns to meet defined objectives
- Experience in delivering programmes concerning a variety of issues including rebranding, values and behaviours, restructuring, and cultural change
- Working on projects at a time of crisis or rapid change
- Developing new or existing communication channels
- Commissioning and reviewing qualitative and quantitative research projects
- Working with colleagues from corporate communications or marketing backgrounds
- Managing external suppliers, eg designers, audio visual providers, and consultants

Useful links:

[IoIC Training Courses](#)

[IoIC Knowledge Bank](#)

[IoIC Members' Resources](#) (members only – you must log in)