



Get in line

for better IC qualifications

Communicating with employees has never been more important – or more complex – so having competent, professional, internal communication practitioners on your payroll is absolutely vital.

You want to know your people are qualified and have the right skills, knowledge and experience to do an excellent job. That's also the aspiration of the Institute of Internal Communication (IoIC), the leading organization for internal communication professionals in the UK.

One of the Institute's stated aims is to improve the level of professionalism throughout the industry and, to help do this, it has both an entry-level and an advanced qualification available.

The Diploma of Proficiency in Internal Communication Foundation Level helps to ensure that new entrants, or people without an official qualification, are operating as effectively as possible, are confident in meeting today's communications challenges and make the right impression when dealing with staff and suppliers. It will significantly reduce the time managers need to spend dealing with the fall-out from skills gaps.

The Advanced Diploma, for more senior practitioners, sets the standard of proficiency for an

experienced IC practitioner. It calls for a greater depth of IC skills and knowledge than at Foundation Level, together with the broad business and organizational understanding expected of a professional either in management or on the threshold of management. Business understanding is a key differentiator between the Foundation and Advanced Levels; understanding how IC fits into both the business and the organization is a key aspect of attainment at the Advanced Level.

SIX MONTHS: Both qualifications run over a six-month period, with much of the work done in the workplace. Candidates' results and the qualification itself are monitored by an independent board of IoIC fellows and other acknowledged industry experts.

IoIC education and accreditation director Sheila Parry said: "Internal communication is still a relatively new profession but these formally recognised qualifications bring us into line with other key business functions, such as human resources and marketing. Internal communicators have a raft of tools and approaches at their disposal. An independently-recognised qualification will give practitioners the skills and confidence to use them effectively in order to deal with today's challenges."

For more
information



See
qualifications in
the professional
development
section of the IoIC
website:
www.ioic.org.uk

Or contact
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**Institute
of Internal
Communication**

The power within

What is the Institute of Internal Communication (IoIC)?

IoIC is the leading body for internal communication professionals in the UK. It strives to develop the professional skills of its members and to provide them with powerful networking opportunities. It also aims to raise professional standards and to achieve greater recognition of the importance of internal communication to organizational success.

Along with a number of other industry bodies, IoIC has identified four different skill and

competency levels for people working in internal communication.

The Foundation and Advanced Levels are available now and are designed to ensure that individuals have the appropriate skills, knowledge and experience to be able to handle their roles in a competent and professional way.

IoIC is also developing programmes for more senior practitioners.

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DIPLOMA OF PROFICIENCY – FOUNDATION LEVEL

Preparing for and gaining the Foundation Level Diploma will:

- Ensure individuals have the fundamental skills and knowledge for a career in IC;
- Give them more confidence in the workplace;
- Bring structure to their early career path;
- Allow them a wider understanding of internal communication;
- Offer the necessary background information to underpin best practice;
- Provide an industry-recognised qualification;
- Enable vital peer networking through IoIC membership;
- Help advance their career.

To gain the IoIC Foundation Level Diploma of Proficiency in Internal Communication qualification, a candidate will have to demonstrate knowledge, skills and direct experience in the following areas:

- Introduction to internal communications, its role and significance
- Different audiences/media
- Planning
- Research
- Interviewing
- Legal issues
- Communication ethics
- Prioritising and time management
- Writing/editing and proofreading
- Basic skills in photography and design
- General interpersonal skills
- Working effectively with internal/external clients and suppliers
- Teamwork and meetings skills

COSTS

FEES FOR THE FOUNDATION DIPLOMA OF PROFICIENCY IN INTERNAL COMMUNICATION QUALIFICATION ARE:

EXISTING NAMED IoIC MEMBERS **£1,400 plus VAT**
(as per the Institute's national database at time of application)

NON-MEMBERS **£1,980 plus VAT**
(includes one year's IoIC membership)

Should a candidate need to repeat one or more of the Diploma Level 1 elements, the following fees would apply:

Examination re-take **£150 plus VAT**

Project re-take **£150 plus VAT**

Evidence file re-assessment **£150 plus VAT**

FEES FOR THE ADVANCED DIPLOMA OF PROFICIENCY IN INTERNAL COMMUNICATION QUALIFICATION ARE:

You must be an IoIC member to complete the advanced level

EXISTING NAMED IoIC MEMBERS **£800 plus VAT**
(as per the Institute's national database at time of application)

who have successfully completed the IoIC Foundation Diploma are automatically eligible to enrol for the Advanced Diploma

EXISTING NAMED IoIC MEMBERS **£1,800 plus VAT**
(as per the Institute's national database at time of application)

who have not successfully completed the IoIC Foundation Diploma are automatically eligible to enrol for the Advanced Diploma

EXISTING NAMED IoIC MEMBERS **£250 plus VAT**
(as per the Institute's national database at time of application)

who have not completed the IoIC Foundation Diploma will be required to sit and pass a pre-entry exam

● Non-members will be required to take the Foundation Diploma first (see above for fees) to become eligible to apply for the Advanced Diploma

DIPLOMA OF PROFICIENCY – ADVANCED LEVEL

Preparing for and gaining the Advanced Level Diploma will:

- Ensure individuals have the depth of skills and knowledge for a continuing career in internal communication;
- Give them more confidence in the workplace;
- Allow them to add depth to their understanding of internal comms;
- Offer the necessary background information to underpin best practice;
- Provide an industry-recognised qualification;
- Enable vital peer networking through IoIC membership;
- Help advance their career

To gain the IoIC Advanced Level Diploma of Proficiency in Internal Communication qualification, a candidate will have to demonstrate knowledge, skills and direct experience in the following areas:

KNOWLEDGE

- Key elements of business – customers, shareholders, employees, the market, GDP and other basic metrics; purpose, value to society, types of organization, business vocabulary, financial reporting process within own organisation
- Understanding the business strategy of your organization
- Understanding business issues – competitive environment, product development, customer relationships, process improvements, impact of the economy
- How and where IC makes an impact/difference – communicating and supporting the business strategy, employee engagement, ethical conduct, measurement
- Organizational culture – structures and functions, visions, missions, values, behavioural types, negotiating, working in an inter-cultural environment
- Research and essential reading – key texts, the IoIC Knowledge Bank, other sources

SKILLS

- Interpersonal – active listening, checking understanding, exploring and challenging assumptions, networking and influencing skills.
- Management of meetings – setting objectives, preparing agendas, facilitating discussion, achieving outcomes
- Presentation – modelling effective techniques, mastery of the presentation environment, applying verbal tools, use of technology and visual aids
- Problem analysis and improvement techniques
- Successful behaviours – emotional intelligence, supporting managers, colleagues and team-members, recognising and working within limitations, self-reliance
- Planning and delivering IC programmes and channels – identifying required outcomes, planning, audience targeting, content and context, interacting with other communication stakeholders, establishing the brief, media/ channel selection
- Implementation – resource management, ensuring all the necessary delivery elements are in place
- Stakeholder management – gauging and managing executive perceptions, harnessing the influence of leaders
- Managing internal and external clients and suppliers – production budgets and schedules, managing work, presenting and evaluating draft material, giving and receiving feedback
- Measurement, evaluation and forward planning

DIRECT EXPERIENCE

- Working as an established team member, possibly with some managerial exposure
- Delivering communication campaigns
- Operating across a variety of channels and techniques to address a wide range of organizational audiences

Contact
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