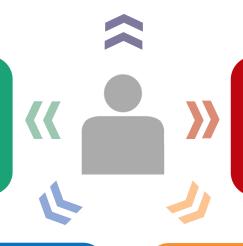
# Communication practitioners take on different roles simultaneously in their daily work

# Communicator

- manages reputation, brand and crises
- creates campaigns and content
- manages and evaluates paid, owned, earned and shared media
- maintains relations with journalists and stakeholders

## **Ambassador**

- communicates corporate strategies internally and externally to make them happen
- personally convinces politicians, investors, internal influencers, or important customers



#### Coach

- provides content for speeches, presentations, and social media posts
- offers communication training
- gives feedback

# Manager

- defines processes and structures, allocates budgets
- hires and fires people
- develops competencies and tech infrastructure
- revises business models for communications
- maintains relationships with (internal) clients

### **Advisor**

- explains opportunities and risks derived from monitoring public opinion or internal and external stakeholder expectations
- interprets trends in society