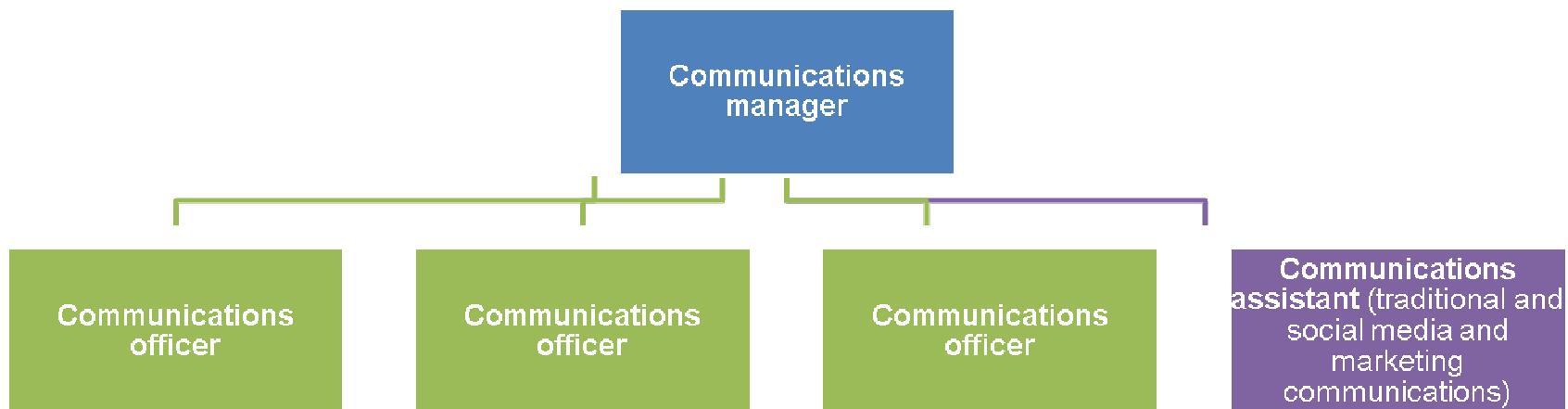


Communications Structure and Team Plan



Note 1: Each Communications Officer will have responsibility for a Department and an area, or areas of specialism (Traditional Media, Social Media, Media Training and Marketing/Communications)

Note 2: Arrangements will be put in place with the Communications Officers to deputise for the Communications Manager as and when required

Note 3: It is proposed that a Graduate Trainee position is created within the Communications Team, however there is no budget at present to pursue this.

2012-13 TEAM PLAN FOR							
Team Name	Communications						
		(from Service Plan)	(from Service Plan)	(from Service Plan)	Team		Team
Code	Service Outcome	Success Measures	Target / Key Dates	Risks	Code	Team Actions	Target / Key Dates
IHR07	Our customers have accurate, up to date and accessible information on our organisation and the services it provides.	Promote and implement the corporate communications strategy.	100% of actions in Communications Strategy action plan on track/ complete	IH01d - Ineffective internal communication; IH02d - ineffective communication with customers affects reputation of council	IHCO01	Deliver year one communications strategy action plan objectives.	By March 31, 2013
		Employees are well informed about Council decisions that impact on them at work	60% of employees surveyed agree they are kept well informed about council decisions that impact on them at work		IHCO02	Deliver external communications through press releases, features, chief executive's blog, web and social media.	Press releases x 30/month, features x1/month, chief executive's blog x1/month, live web chats x6/year.
		Customers are well informed about Council decisions that impact on them	Increase % of people who feel well informed to 50% in 2012, 60% in 2013		IHCO03	Deliver internal communications through Newsflash, quarterly internal magazine and Cascade replacement, The	Newsflash/bulletin after each council meeting, The Brief x1/month, at least two editions of internal magazine by March 31, 2013.

						Brief.	
					IHCO04	Deliver media training to senior council officers, council leader and depute, provost, lead councillors and their deposes and any other relevant spokespeople.	By March 31, 2013
					IHCO05	Launch the council's external quarterly newsletter – proposed name The Bugle.	At least two editions out by March 31, 2013
					IHCO06	Enhance internal communications through proposed new structure and links between communications team and departments.	Dec 2012 (when Comms team is fully operational)