

**PLUM** Communication consultants, contractors and freelancers are specialists in the following disciplines:

<b>Media Management</b>	Media strategy, implementation and relationship building, press release and media kit writing, media training and spokespeople coaching, media monitoring, measurement and analysis.
<b>Public Relations</b>	Development of creative PR strategies using a range of tools and tactics including: media placement and pitching, media launches and press conferences, online promotions, competitions, special events, third party partnerships, word-of-mouth/viral campaigns, celebrity endorsement.
<b>Marketing Communication Strategy</b>	Integration of marketing, PR and communication including: supplementing existing marketing strategy with PR activity, project managing mass media campaigns including coordinating creative agencies, media buy and market research, above and below the line brand strategies and point of sale campaigns.
<b>Writing (Creative, technical, professional)</b>	Researching and writing feature articles, newsletters, media kits, marketing collateral, executive biographies, e-content, business case studies, tenders, proposals, annual reports, sustainability reports, technical manuals, training manuals, speeches, presentations, internal employee and change materials, scripts for corporate videos, documentaries, training videos and copy writing for TV and radio.
<b>Publication Management and Branding</b>	Creation and management of a range of publications including: brochures, flyers, e-newsletters, annual reports, tenders, proposals, corporate magazines, internal newsletters and customer newsletters, visual brand and logo development or re-design, target audience research and brand feedback and brand style guides.
<b>Internal Communication and Employee Engagement</b>	Internal branding across all employee communication, management of employee communication tools and channels including: celebratory events, conferences, intranet content, newsletters, CEO messages, speeches and webcasts. Communication strategy and implementation to engage employees through change, organisational restructure, office relocation, cultural or strategic change, IT transformation, merger and acquisition activity, company name or brand changes.
<b>Sponsorship Management</b>	Managing sponsorship partnerships including: negotiation, evaluation and measurement of opportunities, brand leveraging, logistics, events, managing the sponsorship spend and engaging sponsors for festivals, not-for-profit organisations and community events.
<b>Investor Relations</b>	Communication and investor relation strategies for mergers and acquisitions, business sale, financial disclosure and major business transformation announcements.

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Communicators who consult, contract and coach.



<b>Event Management</b>	Complete event coordination including: developing event branding, themes and key messages, venue selection, sourcing keynote speakers, speaker briefings, speech writing and presentations, event logistics, insurance, guest lists, VIP and media management, event marketing, media promotion and evaluation.
<b>Communication Audits and Design</b>	Measurement and analysis of current communication activities, development of corporate communication function, structure and job descriptions to align with business goals, development of communication policy, tools and user-pays systems for internal clients.
<b>Crisis and Issues Management</b>	Identification of issues that affect an organisation and development of proactive communication and stakeholder strategies, communication advisory services to incident management teams, reputation and communication management in a crisis, workplace, customer or public tragedy, leakage to media of sensitive information, ongoing IT or operational failure.
<b>Stakeholder Management Strategy</b>	Stakeholder identification, mapping and analysis, development of targeted relationship-building programs, coordination of communication materials, tools and events to engage stakeholders.
<b>Government Relations</b>	Positioning and lobbying strategies to deepen government relationships including: identification of influential committees, roundtables, events and third party stakeholders to align with, building of direct relationships with policy and decision makers, development, writing/editing of government briefs and submissions, helping organisations identify relevant government hierarchy, processes and corridors of influence.
<b>Social Marketing and Community Engagement</b>	Project management, design and implementation of mass behavioural change campaigns, or targeted campaigns, to achieve social change outcomes, development of multi-pronged communication programs that cater for awareness, education, feedback, involvement or buy-in from community groups.
<b>Corporate Social Responsibility and the Environment</b>	Development of corporate social responsibility partnerships that reflect organisational goals and branding, promotion of corporate social responsibility programs, measurement and management of Social Responsibility Index requirements, communication plans for business environmental sustainability programs.
<b>Change Management</b>	Professional change management, stakeholder management and change communication strategies for internal and external audiences, implementation of major and minor organisational changes encompassing structural, strategic and cultural change.
<b>Project Management</b>	Project management of all communication, community engagement and corporate social responsibility stakeholder programs.

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