



CIPR Specialist Certificate in Internal Communication

The aim of the CIPR Specialist Certificate (Internal Communication) is to provide the candidate with an introduction to the key concepts, theories, techniques and skills needed to operate effectively as an internal communicator.

Candidates will learn where internal communication fits into the structure, systems and processes, leadership and culture of an organisation; how to research, create and curate content that works and has impact across a range of available channels; and how internal communicators can support management in the achievement of strategic and transformational objectives.

Learning Objectives

Successful candidates will be able to:

- Explain how internal communication impacts organisational effectiveness;
- Select and apply internal communication and engagement models and concepts to support achievement of objectives;
- Describe how internal communication and engagement can support organisational change;
- Identify the key issues facing internal communicators in strategy setting;
- Carry out research to support development of an internal communication plan;
- Produce an internal communication plan (research, situation analysis, setting measurable objectives, developing tactics, and monitoring and evaluating impact);
- Produce effective written and verbal communications (engagement, tone of voice, storytelling, brand alignment and managing communities);
- Outline how social media can be used effectively in the internal communication mix (range, properties and management of channels, employee preferences, feedback mechanisms, employee voice, and enterprise social networks);
- Describe how the internal communicator can support managers (the role of management in communication and face to face engagement, team briefing, and listening techniques).

Assessment: Internal communication plan, content curation and brief for piece of creative work

Aim: To enable candidates to demonstrate competence in developing: an internal communication plan informed by research; content curation; and a brief for written content. The plan will typically be for a relatively small scale activity.

Topic of inquiry: Candidates will be required to apply professional judgement in identifying a suitable topic related to the candidate's own organisation, a client, or another organisation of the candidate's choice. This will be a current concern or opportunity for a specific organisation and/or sector, and may relate to the candidate's own experience.

Submission: The assignment will comprise:

1. Internal communication plan to include:
 - a) 500 word overview (+/- 10%) of secondary research undertaken to inform the internal communication plan
 - b) 1,500 word (+/- 10%) detailed internal communication plan to include important employee groups, objectives, activities, timeframe
2. Content curation report and creative brief based on the internal communication plan:
 - a) Content curation report (maximum 500 words) detailing process and tools to be used to curate (discover, organize and annotate) written and multimedia content relating to the internal communication plan
 - b) A brief (maximum 500 words) for a piece of creative work to support activities in the plan.

Example topics:

A new approach to customer service
New products or services
Updates to operational plans
Updates to organisational values
Changes to operational processes or systems
A senior manager roadshow
A change situation.

Completion of the assignment involves the following activities:

- Fact finding – candidates are required to undertake data collection using secondary research methods (literature, archives, published surveys, reports, etc.) to examine the chosen topic of inquiry.
- Insight – candidates are required to use relevant models and concepts to explore the environment, the organisation and employee groups and to inform media selection and creative output.
- Communication – candidates are required to present an internal communication plan based on the research, together with a content curation report and a creative brief.
- Reflection – candidates are required to identify a relevant topic of inquiry. This will relate to internal communication practice in a specific organisation, and may relate to the candidate's own experience.

Word count

A substantive response is necessary to meet the requirements for a Pass.

The word count must be recorded in the appropriate space provided on the cover sheet and at the end of the text in the main document.

Bibliographies and footnotes are not included in the word count. Footnotes must not contain appendices or be used to include additional text that should have been in the main body of the work.

Candidates are allowed a +/- 10% leeway on the internal communication plan. Anything outside this allowance will be penalised and may result in the assessment being graded Fail.

Referencing

Teaching Centres must provide adequate guidance to candidates on appropriate methods of referencing, for example the Harvard referencing system.

Further information

CIPR Specialist Certificate (Internal Communication) Course Regulations

CIPR Specialist Certificate (Internal Communication) Student handbook

CIPR website