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## **Wei**

- Internal Communication Manager
- Global mining company, international headquarters
- Studied media relations and has been working in internal communication for about five years.
- Wei is part of the corporate communication team looking after global communication strategy and planning.



Wei is a communication professional with approximately eight years of experience. This is his third position in his career. He loves his work. His previous positions, with two different organizations, were in the areas of media relations and events management.

He has a Bachelor's degree in Journalism and is taking some classes towards a Master's degree in Public Administration. He is also taking some classes to supplement his knowledge in project management and continues to enhance his social media knowledge.

Wei is within a career path described as Generalist/Specialist, a path that most communication professionals will experience and may choose to remain.

His working title is Internal Communication Manager, just promoted from his position as Communication Specialist in the same unit. He came to the global mining company from a not-for-profit organization. He is an active member of his IABC Chapter, currently serving as a member of the Professional Development committee. He also does some volunteer work within his community.

He reports to the Assistant Vice-President at his current company and supervises two individuals within a unit of six people. He is active as a member of a number of cross-functional committees within the organization.

He manages the company's internal communications as well as agency relations, and some crisis communication. He leads the internal issues management processes and prepares his unit's annual budget submission. Occasionally, he is the organization's chief spokesperson at events.

Wei or individuals in this career path, may choose an option to specialize in one particular area of communication – such as media relations, government relations, internal communication or web management. For work as a generalist/specialist, the demands change routinely and frequently.

He is known as someone with excellent interpersonal skills, consistently meeting tight deadlines, is flexible, professional, responsible and brings new ideas to the table.

Within a typical workday, Wei's priorities can change quickly. For example, while he was working on speaking notes for a special event for one of the company's offices, he received a call that there was an urgent situation involving miners. He responded immediately.

Wei uses the six principles of the Global Standard in these ways:

**1. Analysis**

- He is responsible for ensuring benchmark research for the communication strategies in the organization.
- He builds evaluation into the programs he is responsible for, and carries out debriefings with staff after major initiatives.

**2. Strategy**

- He often has the lead role in developing departmental/unit communication strategies, ensuring a strategy is in place before launching into tactics.
- He proactively identifies communication opportunities related to sound environmental practices and occupational safety.
- He sets clear and measurable objectives.
- He leverages all communication channels.

**3. Context**

- He makes sure the communication strategy is targeted to the various strategic audiences he needs to reach.
- He aligns his strategy with the company's budget cycle.
- He focuses on ensuring his supervisor and management team and internal audiences are kept current about the situation while he develops material for both social and traditional media.

**4. Consistency**

- He develops messages for the company that will respond to meeting their needs.
- He is responsive to the organization's changing needs and environmental dynamics as he monitors all media and stays current with the business operations through board meetings and executive team discussions.
- He communicates his efforts with colleagues within the company – both formally and informally.

**5. Engagement**

- He establishes and sustains relationships with a number of internal audiences at local, regional, national and international levels. He listens carefully and modifies the messages to ensure delivery is in the audience's preferred manner of receipt.
- He develops and delivers presentations, key messages, speaking notes, blog posts, op-eds and publications.
- He regularly briefs his Director, the AVP of Communication.

**6. Ethics**

- Wei is always respectful of his colleagues.
- He follows the IABC Code of Ethics in all the work he does.
- He provides information in an honest and timely way. He is responsible for communication counsel to management and would not hesitate to bring forth any concerns.
- Given the global perspective of his company, he encourages cultural awareness and diversity within the organization and his team.