

Talent2Grow en la presentación del European Communication Monitor 2014

Madrid.- Noviembre 2014.- El estudio más importante sobre el sector de la comunicación, European Communication Monitor 2014, realizado por la European Association for Communication Directors (EUPRERA), la European Public Relations Education and Research Association (EACD) y Communication Director Magazine, fue presentado a los miembros de Dircom en las oficinas de Ketchum, patrocinador del informe. La profesora Ángeles Moreno, investigadora de la Universidad Rey Juan Carlos, destacó los aspectos más relevantes del estudio y las últimas tendencias del mundo de la comunicación. Sigue destacando el papel estratégico de los Dircoms dentro de las organizaciones y el avance de las redes sociales, que conviven con los medios tradicionales, siendo las aplicaciones móviles el nuevo reto para los comunicadores.

Accede a la presentación del Estudio:

<http://www.zerfass.de/ecm/ECM-2014-Results-ChartVersion.pdf>

<http://www.slideshare.net/communicationmonitor>

Los aspectos clave destacados fueron los siguientes

10 Starting Points:

1. Professional Communication in the Digital Age: 84% of communicators state that new ways of communication are enriching their jobs. Yet 73% say their daily work pressure is steadily increasing.
2. Job Attributes and Satisfaction: Communicators place greater importance on satisfaction-drivers such as interesting tasks, career opportunities and appreciation from superiors and (internal) clients, rather than on, for example, job security and work-life.
3. Salaries: 8% of European communicators report a base salary of more than €150,000 a year while nearly a quarter earn less than €30,000 per year.
4. Career Development and Mentoring: The top three factors for obtaining a good position in strategic communication are networking among peers and colleagues (78%), further education on or off the job (71%), and moving to a new employer (71%).
5. Networking practices and platforms: 82% of respondents agree that networking is important for career progression and personal development and about the same number sees networks as important for reaching business and communication goals of the organisation.
- 6 Strategic issues: 45% of the respondents state that the most important challenge for the profession today is linking communication and business strategies in a proper way.
7. Characteristics of Excellent Communication Functions: By combining self-assessments, benchmarks and statistical analyses, the study has identified characteristics of excellent communication functions. The results show that one in five communication departments is significantly more competent, influential and successful compared to others in Europe, with clearly different communication patterns and priorities.
8. Gender and Strategic Communication: Female professionals report a higher increase of work pressure but are better at utilising digital technologies for the job.
9. Communication Channels and Social Media: 86% consider online communication channels as being the most relevant for strategic communication, which is a strong rise from 58% in 2009.
10. Mobile Communication: Although a third of organisations have implemented apps for smartphones and tablets, more than 40% are not planning to use such tools for strategic communication. In contrast, 62% already employ mobile corporate or organisational websites.

Talent2Grow es una compañía que aporta soluciones integrales en materia de Recursos Humanos, Comunicación y Coaching para las necesidades de las empresas de cualquier tamaño y sector. Sus profesionales cuentan con una amplia experiencia tanto en el ámbito de la empresa privada nacional y multinacional, como en el de la formación y la enseñanza, que les aporta una capacidad diferencial para un servicio cercano y de alta calidad. Su enfoque está basado en entender desde dentro las necesidades de los clientes para adecuar las soluciones a las expectativas económicas y operativas. Las soluciones que aporta Talent2Grow incluyen la externalización de algunas funciones de recursos humanos y/o comunicación o un servicio permanente mensual para atender determinados temas.

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En la imagen, Sebastián Cebrián, director general de Dircom, comenta algunas conclusiones del estudio.

