

Q: Who is the Virtual Communications Director for?

A: It is for established companies with limited or no in-house resource to deliver communications.

Q: What type of resource do we need for the Virtual Communications Director to be suitable?

A: Anywhere on the spectrum from experienced to green. You may have a good communications manager who needs a fresh perspective or sounding board and help to develop his/her strategic planning capability or a more junior executive who is an excellent 'doer' but needs structure and direction. There are many possible scenarios. We will support, guide, enable or mentor subject to the level of experience your member of staff possesses.

Q: What do you mean by 'communications'?

A: We are interpreting communications in its broadest sense – everything from PR and marketing to internal communications and stakeholder relations.

Q: Will you help us recruit the right person?

A: We are not recruitment consultants but we do know what it takes to make a good in-house communications executive at any level. If you need help to recruit, we will work with you to develop the job specification and join you for interviews if you would like.

Q: If we needed a series of press releases written and distributed to media, would you do this?

A: Although media relations is a service offered by The Foundry House team, the Virtual Communications Director is not intended to be an outsourced press office, unless as part of a wider engagement plan. We will certainly be able to help with media relations when the time is right but the goal of the Virtual Communications Director is broader than that.

Q: Do you work in our office or remotely?

A: There is no hard and fast rule as it depends on your needs. Initially we are likely to be there with you more but as time goes on and your capacity and confidence grow, the balance of physical vs remote input will shift.

Q: How do you actually go about 'up-skilling' a member of staff?

A: It depends on your needs and the level/experience of your member of staff. By working with someone over time, discussing and explaining our strategy and tactics, he/she will learn 'on the job'. Occasionally, a more focused approach may be needed. Social media is a good example of this. We offer excellent expertise and deliver workshops aimed at orientation and confidence building.

Q: What sort of skills will you develop?

A: That depends on your starting point. Our ultimate goal is to embed a communications-led mindset in your company to underpin internal and external communications, but the nitty gritty of it may include the setting up of a robust press office function (media lists, content, processes), guidance with website maintenance and starting/maintaining a blog, campaign planning, social media engagement, maxing out lead generation opportunities at events/exhibitions, making sponsorships work harder, briefing and managing expectations of Board members, staff and other stakeholders and much, much more.

Q: How is the Virtual Communications Director different from a traditional agency?

A: How many agencies do you know that will develop and/or mentor your staff and hand over such a broad spectrum of knowledge?!

For an informal chat about how we can help your business grow,
please call **Marcie Bell** on **01480 880986**