

**“Find the Best –
Competency-based recruitment in public administration”
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11.1 Sample communication plan for public organization
/ Methodological instruction /

Communication Plan defines the principles and ways of the transferring and providing of information within public sector organizations for the successful implementation of the tools delivered by project Find the Best /further FTB/ and creates conditions of motivation for all stakeholders towards a common goal, namely the establishment of the project into practice.

The objectives of the communication plan

The aim of the communication plan is inform all parties and persons who would be involved in the successful implementation and subsequent sustainability of the project FTB in particular organization of public administration, the essence and purpose of the project, its strengths and all other details that affect the attitudes and opinions of all stakeholders and convince them of the desirability and benefits of implementation project and its innovation for attracting new workers and everyday management of human resources.

Stakeholders

Organizations of public administration which will consider implement this project should analyse which identifies all persons and bodies which need to communicate the project because the project directly affects them or are necessary for its successful implementation. The result will be determine the target group communication action plan as well as a body or person (communication board) that will perform or oversee all the activities of the communication plan and its responsibility for implementation.

In the framework of the FTB project target group will be primarily employees of the department of human resources management, organization and management, IT department, senior management and executives of all levels of management.

Communications Commission charged with the performance implementation of the communication plan must be thoroughly familiar with the project and FTB methodology, investigator of the project or its contractor.

Key messages

For the success of the communication plan is extremely important formulation of the key messages, i.e. information which must all parties clearly understand and be able to communicate them and convince other stakeholders. This communication shall particularly focus on the benefits of the project during implementation and sustainability and be linked to the existing experience related to the project. In this project involves in particular:

- The existence of the project and its contribution to human resource management,
- Simplification of procedures and increase the effectiveness of the recruitment process,
- Increasing the transparency of all activities in the recruitment process,
- Involving employees in the process of recruitment,
- Close links the tasks of government organizations with the requirements for the competence of prospective employees,
- Expanding the use of information and communication technologies,
- Flexibility of the project in terms of its adaptation to the specific needs of individual organizations,
- Data security of the entire process,
- Awareness of information materials,
- Information about successful project implementation.

Communication tools

To communicate and achieve the objectives of all interested target groups, which are necessary for the communication plan are identified, you need to select the appropriate communication tools. Suitable communication tools for internal communication messages in public organizations in relation to the focus of the project include:

- Use of Internet and Intranet, web presentation contains constantly updated electronic version of the project materials,
- Communication via e-mail, especially among members of the target group,
- Personal communication through conversations, discussions, corporate meetings and events,
- Regular team meetings and work,
- Internal seminar, training program - workshops, introducing the various elements of the project, creating a space for discussion,
- The use of bulletin boards and any internal journal or presentation sets, materials informing about the project and the benefits and implementation of the project,

- Preparation and issuing of detailed manuals for each project activity,
- Possibility of consultation, preferably in regular days and times.

Schedule

An essential part of the communication plan is a schedule of the various stages of the definition section of the target groups, which need to communicate at that stage, incl. determining the frequency of communication and the implied terms. The aim is to achieve a communication and regularity compliance following information transmission on different portions of the target group. E.g. part of the leadership, part of the IT department, etc. to ordinary employees.

Evaluation and feedback

Continual maintenance feedback and evaluation findings show that the organization communicates effectively and properly. In order to the lead of the organization received effective feedback must communicate with employees in the long term and create trust. The information obtained from feedback forms are basis for updating the communications plan. In this way, the implementation of the communication plan often prevents various unnecessary conflicts and misunderstandings.

Conclusion

Every public organization that chooses implement results of the FTB project into their practice should develop a communication plan in accordance with the proposed procedures in its entirety. This will eliminate the risk of a successful implementation of the project and all its activities. Of course proposal of the specific communication plan must be based on and adapted to the specific conditions and practices of the organization. After processing and management approval should be issued a communication plan in the organization of public administration in the form of internal organizational directives as a communication manual.