

Fractional Chief Communications Officer

Overview of Services

Why a Fractional CCO?

My Fractional Chief Communications Officer services are a premium offering designed to support organizations that have staff who do great work but are so often “in the thick of it” that they miss the opportunities to connect their work to the big picture.

The services include a thorough onboarding, the development of an annual communications plan rooted in research and tied to business objectives, and a variety of quarterly check-in services to keep the plan on track, evaluate progress in a meaningful way, and course-correct as needed.

Getting this kind of high-level support is a win both for the communications staff I’m passionate about helping to “level up” and the companies that need greater communications discipline so they can reach and engage the people most critical to their success.

Ideal for small-to-mid sized Business and Nonprofits that...

- Need strategic CCO-level expertise but can’t afford the premium salary that comes with it
- Have revenue of \$5 million+
- Maintain internal PR/communications/marketing staff
- Require greater communications discipline to scale with excellence

Includes:

- Onboarding
- Strategic Communications Plan development
- Quarterly Check-Ins
- Minimum annual engagement

Scope of Work

ONBOARDING



- 3 C's Analysis & Assessment:
 - Company | Customers | Competitors
- Conduct internal and external stakeholder interviews
- Review and assess current communications materials
- Social media, email marketing, media coverage, media analysis reports, blogs, video (client must provide)
- Company, departmental, board communications (client must provide)
- Review employee, customer or other stakeholder surveys
- Review top 1-3 competitor communications (website, social media, media coverage, blogs)
- Facilitate Communications SWOT workshop
- Facilitate Core Values, Vision & Mission Refresh workshop (if needed)
- Define & Prioritize Success Measures
- One-Pager: Situation Analysis & Recommendations
- Develop Strategic Communications Plan

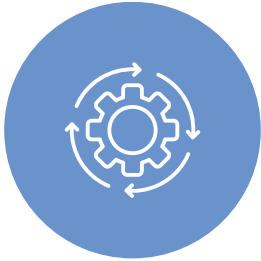
PLANNING



- Define communications goals and establish measurable objectives
- Facilitate corporate messaging & target audience workshop
- Lead brainstorming session to define and prioritize communications strategies, tactical activities

Scope of Work

IMPLEMENTATION



- Assess budget
- Establish roles and define responsibilities
- Develop activity timeline
- Assist w/vendor sourcing and/or referrals

Note: Plan implementation is overseen and managed by client

EVALUATION



- Align communications goals and activities with “champagne moments”
- Define success metrics

QUARTERLY CHECK-INS



- Track plan implementation success
- Review reports (social media, email marketing, etc.)
- Review messaging for relevancy, success
- Assess current business environment/needs
- Advise areas/opportunities to improve, change, reverse course

[Book a call with me](#) to chat about how I can help you strengthen your brand and achieve your business goals with a strategic approach to communications that inspires, engages and moves your key stakeholders to action!

About Jennifer

Jennifer R. Hudson, APR
Founder & President
ThinkBeyond Public Relations



Schedule a call
with me
[here.](#)

- Strategic communications consultant
- Fractional Chief Communications Officer
- Mentor | Coach for business, nonprofit and communications leaders
- Workshop facilitator for corporate messaging, core values, and strategic communications planning
- 25+ years in corporate communications
- Corporate background with F100 global companies
- Strategic PR Advocate | Educator | Speaker | Trainer
- Fluent in Spanish
- Wife, Mama, Traveler, Foodie

