TO: Department Managers

FROM: Smokie Lee, Manager of Communications

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SUBJECT: Proposed Team and Goals for Improving Company Communications

International Gadgets’ recent rapid growth has had the unintended side effect of making communications more difficult, sometimes resulting in loss of revenue. Urgent information has not been received by the right departments resulting in loss of customers, and unclear communications between regional offices has incurred unnecessary operating costs. To improve these communication channels, we have created a Communications Department who will investigate, implement, and maintain new communication processes.

**Internal Communications Team**

This team is responsible for managing communications relating to internal information that affects the company. They will work closely with employees and managers from all departments and offices to develop a communication plan that will direct internal information to the appropriate persons in the most efficient way possible. Ideal candidates for this team will have excellent communication, interpersonal, and problem-solving skills and be willing to work flexible hours.

* *Production Communications*
  + Oversees communications for production departments
  + Redirects urgent information to appropriate parties
  + Members must be multi-lingual, preferably in all languages served by our regional offices
* *Sales Communications*
  1. Responsible for all sales office communications
  2. Ensure clarity in communications regarding sales information
* *Employee Communications*
  1. Responsible for company communications relating to benefits, vacations, corporate outings, etc.
  2. Develop and maintain an intranet portal to aggregate company information and improve communication channels

**External Communications Team**

This team oversees all external company communications with customers and vendors. They will work closely with employees and managers from the support department as well as the manufacturing and marketing departments to ensure our external communications are clear and consistent. Ideal candidates for this team will have excellent communication and interpersonal skills, and have experience in international public relations or marketing.

* *Vendor Communications*
  + Oversee all external communications to vendors
  + Ensure relevant and concise information
  + Develop and maintain an online vendor portal to improve non-urgent communication between vendors and internal departments
* *Customer Communications*
  + Responsible for all communications between the customer and the company
  + Work closely with marketing to ensure consistent customer messages

By reducing non-essential email, redefining communication channels, and redirecting pertinent information to the correct party, the Communication Department will improve the company’s internal and external communications and ensure no more loss of revenue.