



Government
Communication
Service

Introduction to Internal Communications

Aspire Course Outline

Purpose

This half-day course for communicators will increase your understanding and interest of IC as one of the four main communications specialisms. You will learn about standards, principles and best practice, and be encouraged to spend some of your career practising in internal comms.

As a result of attending you will:

- feel more confident as an internal communicator
- understand the core operating models and frameworks used in IC
- understand what best practice looks like

Eligibility

This course is for communicators across all grades working in other disciplines (e.g. media, strategic campaigns/marketing, digital) and junior practitioners new to an IC role.