IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

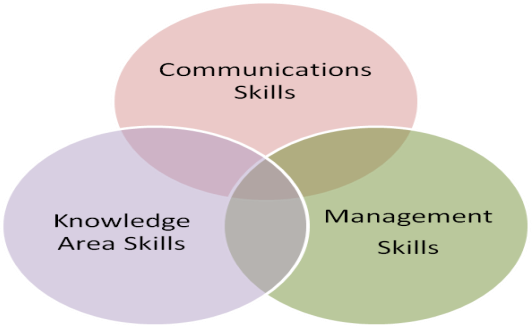
ACCREDITATION

Worksheet
Communicator Competency Model

Career Paths for the Professional Communicator

Charting a path for a professional communication career is different for every individual, but like having a map for a long journey, it is important for everyone to understand what their destination is, to enable best results. This year, the IABC Accreditation Council is pleased to participate in the International Conference by conducting a session to help communicators define their career paths to meet the needs of an expanding marketplace. This form is designed to help communication professionals review their personal career paths.

Use Part One of the Communicator Competency Model to check off which level you believe you are at in the following areas:



GUIDELINE:
Level 1—1 to 4 years—Entry Coordinator; Level 2—5 to 9 years—Entry level manager/specialist; Level 3—Mid-management—10 to 15 years; Level 4—16 plus years—Senior communicator

COMMUNICATION SKILLS	1	2	3	4
Writing/editing	☐	☐	☐	☐
Web content/writing	☐	☐	☐	☐
Writing proposals/RFPs	☐	☐	☐	☐
Research	☐	☐	☐	☐
Presentations	☐	☐	☐	☐
Newsletter/journal editing/layout	☐	☐	☐	☐

MANAGEMENT SKILLS	1	2	3	4
Ethics				
Communication planning				
Crisis communication				
Publication management				
Database/distribution systems				
Project tracking/measurement				
Time management				
Vendor management				
Budgeting				
Professional development				

KNOWLEDGE AREAS	1	2	3	4
Marketing communication				
Corporate reputation/Brand management				
Employee communications				
Media relations				
Issues management				
Crisis communication planning				
Community relations				
Investor relations				
Government relations				
Labour relations				
Consulting skills/problem solving				