



The Current State

Conveying clear and compelling messages about a company's products and services enables businesses to build strong relationships with their respective internal and external stakeholders, ultimately contributing to brand reputation, increased engagement, market growth, and the bottom line.

The best communications talent, however, typically comes with commensurate price tags, and hiring these professionals is often unattainable for mid-cap and emerging businesses, companies undergoing significant change, and private equity, or venture capital holdings.

CommsCollectiv

CommsCollectiv provides access to very accomplished communications leaders for all businesses by placing proven, senior communications professionals on a fractional basis across a variety of industries. Our database includes more than 200 vetted senior communications executives who can immediately support a team, company, or client.

This eliminates the cost associated with hiring full-time top talent. It also helps organizations improve and execute their communications strategies, strengthen their brand reputations, navigate challenging situations that could cause risk to the company, and expand their networks.

Services include, and are not limited to:

Strategic Communications

- Audience identification
- Positioning strategy

Corporate Communications

- Internal communications
- Executive visibility and messaging

Financial Communications

- Investor relations
- M&A and transaction communications

Media and Influencer Relations

- Media strategy to include outreach and response
- Define/implement influencer outreach

Crisis Communications

- Crisis preparedness planning
- Rapid response execution

Issues Management

- Stakeholder mapping
- Issues mitigation strategies

ESG/CSR Strategy and Execution

- Sustainability reporting
- Purpose and social impact positioning

Measurement and Evaluation

- Communications audits
- Impact analysis and dashboards

CommsCollectiv's high rewards, low risk, and low investment strategy fills a crucial gap in the market. Key advantages of going fractional include:

- Cost savings -- access to proven professionals without hiring full-time staff
- Flexibility -- ability to scale up or down depending on business needs
- Expertise -- years of relevant experience and track records of success

Who is CommsCollectiv

CommsCollectiv was founded by former Chief Communications Officers at large public companies and an industry-leading recruiter who have collectively worked in communications for more than a century. Together we have an unparalleled breadth of experience and an extensive network of proven executives in our talent pool. We know firsthand what it takes to lead the communications function, develop and implement impactful programs that garner significant results, and find the best person for the job.

That is the CommsCollectiv difference.

Reach out to us at info@commscollectiv.com to learn more.