

Digital Communications and Leadership

Vocabulary

- ✚ brand positioning
- ✚ crisis response framework
- ✚ cross-channel integration
- ✚ data-driven decision-making
- ✚ executive alignment
- ✚ performance metrics
- ✚ reputation management
- ✚ scalable communication strategy
- ✚ stakeholder engagement
- ✚ strategic oversight
- ✚ to align messaging
- ✚ to drive organisational change
- ✚ to leverage digital platforms
- ✚ to optimise campaign performance
- ✚ to oversee operations

Fill in the gaps

1. As Director, I provide _____ to ensure that all communication initiatives support long-term business objectives.
2. Before launching the global campaign, the leadership team focused on achieving full _____ to avoid conflicting priorities.
3. The company improved customer experience through effective _____ across social media, email, and paid advertising.
4. The rebranding project significantly strengthened the company's _____ in a highly competitive market.
5. Strong _____ is essential when maintaining transparent communication with investors and partners.
6. The department prioritizes _____ to minimize subjectivity and improve ROI.

7. The board reviews key _____ on a quarterly basis to assess departmental effectiveness.
8. The new _____ allows the team to expand into international markets without restructuring the entire department.
9. During the PR incident, proactive _____ helped restore public trust.
10. The company activated its _____ immediately after the data breach was discovered.
11. As a leader, I was brought in _____ during a period of rapid restructuring.
12. In my new role, I am responsible for _____ across multiple regional teams.
13. One of my key responsibilities is _____ across all subsidiaries to ensure consistency.
14. The marketing team constantly experiments with new formats _____ and increase conversion rates.
15. The organisation aims _____ in order to reach broader audiences and strengthen its digital presence.

Speaking

1. What leadership changes did you implement after becoming Director?
2. How do you measure the success of a digital communications strategy?
3. How do you handle crisis situations at a strategic level?
4. How do you balance executive expectations with the operational realities of your team?
5. How do you ensure that your communication strategy remains aligned with overall corporate objectives while still allowing room for innovation?