# NEW BRAND – NEW CULTURE – NO MARKETING?

## HOW WE ORGANIZE NEXT LEVEL COMMUNICATIONS

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# JOB ARCHITECTURE – WHY?

## EXPECTATIONS

### Global Data Availability

The Job Architecture project brings data standardization and indispensable data characteristics for reliable statistics. Both, needed for workforce planning.

### Further Digitalization

A consistent Job Architecture is a mandatory condition for realizing the complete potential of digitalization in HR processes through standardized position management.

### Enhanced Employee Experience

A consistent global Job Architecture brings transparency on the job structure, job expectations, responsibilities, and accountability. This transparency is key to employee driven learning and career development, to new employee onboarding and engagement, and to talent management and succession planning.

### HR Process Efficiency

Through the introduction of standards, a consistent Job Architecture accelerates the operational processes across the employment life cycle: recruiting, learning, development, performance management, compensation, and benefits.

### Equity and Fairness

A consistent Job Architecture utilized globally ensures that employees doing the same job are treated in the same way, regardless in which country they do their job and regardless how their job is called in national language.

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# FUNCTIONAL AREAS – DESCRIPTIONS – JOB FAMILIES
## COMMUNICATIONS

Communications

### Functional Area Description

It includes all employees with communications' responsibilities.

Specifically, this covers the development and implementation communications' strategies, driving the business development, managing marketing and communication channels, branding, and to some extent public affairs. This functional area also includes all management functions within Communications.

Examples are Brand Manager, Branding Specialist, Internal Communications Manager, External Communications Manager, Online Specialist etc.

### Job Families

> MC1 Brand and Event Management
> MC2 General Communications
> > Internal Communications
> > External Communications
> > Online Communications
> > Etc.

### NO MARKETING!

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QUESTIONS AND ANSWERS