

Internal Communications Governance Model

Strategic Communications Leadership Portfolio

Internal communications systems design, governance development, operational communication architecture, and organizational alignment.

Business Context

The branch faced fragmented internal communications practices, duplicated messaging across channels, limited content governance, and inconsistent staff access to operational information. Information was frequently distributed through static newsletters, ad hoc emails, and disconnected repositories, making it difficult for employees to locate current and authoritative information.

Project Objective

Design a sustainable internal communications governance model that improved information accessibility, clarified publishing ownership, reduced duplication, and repositioned the intranet as a centralized operational communications hub.

Strategic Approach

- Conducted assessment of existing communication channels, publishing practices, and staff information needs.
- Defined channel purposes and governance responsibilities to reduce overlap and communication fatigue.
- Developed a structured publishing and approvals workflow to improve consistency and accountability.
- Recommended transition from static newsletter-style communications toward searchable, continuously updated information architecture.
- Created guidance for content ownership, maintenance expectations, and communication escalation pathways.

Channel Governance Model

Channel	Primary Purpose	Audience	Governance Owner
Intranet	Operational source of truth	All staff	Communications Lead
All-Staff Email	Urgent or time-sensitive updates	All staff	Executive Office
Leadership Meetings	Strategic alignment	Managers	Executive Leadership
Town Halls	Culture and engagement	Branch-wide	Executive + Comms

Communication Workflow Design

Proposed Workflow

1. Communication request intake
2. Audience and channel assessment
3. Content drafting and approvals
4. Publishing to appropriate platform
5. Archival and lifecycle review

Operational Outcomes

- Reduced duplication across communication channels.
- Improved staff access to authoritative operational information.
- Established clearer ownership and publishing accountability.
- Supported more scalable and sustainable internal communications operations.
- Improved organizational alignment and visibility into branch initiatives.

Leadership Competencies Demonstrated

Strategic communications leadership • Governance design • Organizational change • Information architecture • Operational planning • Stakeholder alignment • Internal communications systems design