

Communications Leadership and Functional Management

Leadership, Collaboration and Talent

Lead the communications function, collaborate with cross-functional partners, and manage talent to generate value for the business.

Strategy and Measurement

Align the communications strategic plan to the organization's strategy and track your impact on business objectives.

Structure, Governance and Budget

Design structure and operating models, allocate resource, and manage agency relationships to maximize efficiency and impact.

Public Relations

Lead proactive communication and relationships with key external stakeholders and audiences.

Brand Management

Define, refresh and/or manage your corporate brand and manage sustainability/ESG communications to support business outcome

Reputation and Crisis Management

Define, manage and protect your organization's reputation.

Content and Channel Strategy

Prioritize your content and manage your suite of communications channels.

Communications Technology

Evaluate, manage and effectively use communications platforms and emerging technology (e.g., GenAI) to support business outcomes.

Internal Communications

Change and Strategy Communications

Align, support and engage employees with strategy and organizational transformation to help achieve business objectives.

Culture and Employee Experience

Use communications to foster hybrid, virtual and/or in-person work that connects employees to company culture and helps them achieve their goals.

Executive, Manager and Peer-to-Peer Communications

Facilitate and enable effective, clear communication among and between all levels of the organization.

Evaluate and Select Digital Workplace Applications

Assess and compare digital workplace technologies, including intranet packaged solutions, collaborative work tools, and content services

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External Communications

Communications Technology, Content and Channels

Digital Workplace Technologies