

Rebuild Communications Jobs for an AI- Enabled Future

Redesigning communications roles, skills
and workflows for AI-driven impact



AI adoption is accelerating, but results are not

AI-enabled tools are transforming communications roles through workforce augmentation, workflow reengineering and entirely new ways of working. While communications teams are actively embracing AI, many leaders continue to face challenges in realizing its full value and recognize the need to evolve talent strategies and skill sets.

To unlock long-term benefits, communications leaders must redesign workflows, clearly define the responsibilities of humans and AI, and reimagine roles to thrive in an AI-enabled future.

What's inside

Insights for communications leaders on how to:

- **Redesign** communications workflows
- **Optimize** human and AI contributions
- **Future-proof** the communications function

40%
of heads of communications
say their AI investments
have not delivered the value
they expected.

Source: Gartner



AI adoption without job redesign creates 3 critical risks

As communications leaders accelerate AI adoption, many remain focused on tools and use cases rather than how work itself will evolve.

If communications leaders focus only on pilots and proof-of-concept projects, they risk three critical failures:

- 1 Missed value creation:** Teams remain trapped in tactical work rather than elevating their impact to strategic counsel, decision support and insights generation. This limits the value communications can deliver to the organization.
- 2 Team disengagement:** Communicators may become skeptical of AI if they lack a clear vision for how AI will augment their contributions, leading to resistance to new workflows and ways of working.
- 3 Talent pipeline gaps:** The communications function risks shortages of AI-fluent storytellers, data interpreters and content integrity champions as role requirements evolve.

86%
of heads of communications
acknowledge they must update
talent strategies and skill sets
to realize AI's potential.

Source: Gartner



3 ways AI is transforming communications work

AI “toolmates” are reshaping the way we work in three ways:

- 1 Augmentation:** Making work better by employing AI to more efficiently deliver high-quality work (e.g., uploading a town hall recording and asking the AI toolmate to draft FAQs that will be posted to the intranet)
- 2 Reengineering:** Working differently through redesigned workflows to reduce costs and improve impact and experience (e.g., redesigning the project request process with chatbot support to triage high-value projects from self-service opportunities)
- 3 Inventing:** Creating new ways of working (e.g., designing employee chatbots that serve as digital assistants, linking employees to news and information found in disparate portals, databases and platforms)

Gartner estimates that

32 million

jobs will be transformed by AI toolmates **over the next 3 years**, and communications teams are already at the forefront.

Source: Gartner

3 steps to realize AI value in communications

AI is transforming communications work through augmentation, workflow reengineering and entirely new ways of working. To capture long-term value, communications leaders must redesign workflows, redefine human and AI responsibilities, and update roles for an AI-enabled future.



Map current workflows

Document key communications workflows and break them into specific tasks and activities.



Outcome

Visibility into how work is actually done



How Gartner can help

Tool: 3 Steps to Redesign Communications Jobs for AI



Allocate work between humans and AI

Determine which activities should remain human-led, AI-assisted or AI-executed.



Outcome

Clear division of responsibilities between humans and AI



How Gartner can help

Tool: Workflow Activity Allocation Framework



Find AI use case insights

Discover, evaluate and prioritize AI use cases to align business outcomes with AI solutions.



Outcome

Future-ready communications teams



How Gartner can help

Tool: Gartner AI Use Case Insights



Actionable, objective insights

Position your organization for success. Explore these additional complimentary resources and tools for communications leaders:

On-Demand Webinar

Transforming Communications for an AI-Enabled World

Redesign the communications function to deliver higher value in an AI-enabled organization.

Watch Now



Tool

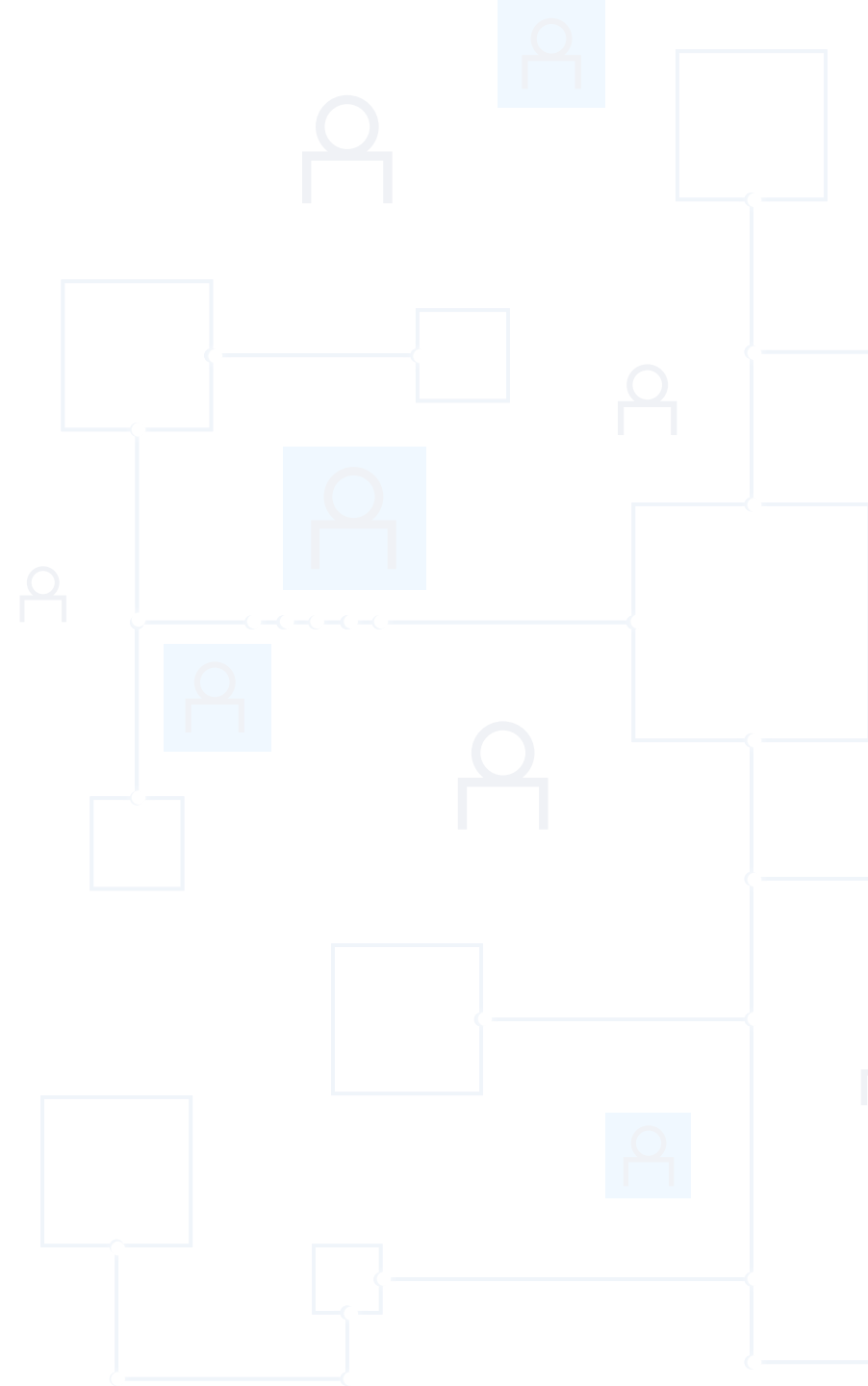
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