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**A STUDY CONDUCTED BY THE EUROPEAN PUBLIC RELATIONS EDUCATION AND RESEARCH ASSOCIATION (EUPRERA), THE EUROPEAN ASSOCIATION OF COMMUNICATION DIRECTORS (EACD) AND COMMUNICATION DIRECTOR MAGAZINE**

# **EUROPEAN COMMUNICATION MONITOR 2014**

**EXCELLENCE IN STRATEGIC COMMUNICATION –  
KEY ISSUES, LEADERSHIP, GENDER AND MOBILE MEDIA.  
RESULTS OF A SURVEY IN 42 COUNTRIES.**

## **TOPICS INCLUDE:**

**PROFESSIONAL COMMUNICATION IN THE DIGITAL AGE  
NETWORKING PRACTICES AND PLATFORMS**

**MOBILE COMMUNICATION**

**CHARACTERISTICS OF EXCELLENT COMMUNICATION FUNCTIONS**

# 10 STARTING POINTS ...

## 1 PROFESSIONAL COMMUNICATION IN THE DIGITAL AGE

84% of communicators state that new ways of communication are enriching their jobs. Yet 73% say their daily work pressure is steadily increasing.

## 2 JOB ATTRIBUTES AND SATISFACTION

Communicators place greater importance on satisfaction-drivers such as interesting tasks, career opportunities and appreciation from superiors and (internal) clients, rather than on, for example, job security and work-life balance.

## 3 SALARIES

8% of European communicators report a base salary of more than €150,000 a year while nearly a quarter earn less than €30,000 per year.

## 4 CAREER DEVELOPMENT AND MENTORING

The top three factors for obtaining a good position in strategic communication are networking among peers and colleagues (78%), further education on or off the job (71%), and moving to a new employer (71%).

## 5 NETWORKING PRACTICES AND PLATFORMS

82% of respondents agree that networking is important for career progression and personal development and about the same number sees networks as important for reaching business and communication goals of the organisation.

## **6 STRATEGIC ISSUES**

45% of the respondents state that the most important challenge for the profession today is linking communication and business strategies in a proper way.

## **7 CHARACTERISTICS OF EXCELLENT COMMUNICATION FUNCTIONS**

By combining self-assessments, benchmarks and statistical analyses, the study has identified characteristics of excellent communication functions. The results show that one in five communication departments is significantly more competent, influential and successful compared to others in Europe, with clearly different communication patterns and priorities.

## **8 GENDER AND STRATEGIC COMMUNICATION**

Female professionals report a higher increase of work pressure but are better at utilising digital technologies for the job.

## **9 COMMUNICATION CHANNELS AND SOCIAL MEDIA**

86% consider online communication channels as being the most relevant for strategic communication, which is a strong rise from 58% in 2009.

## **10 MOBILE COMMUNICATION**

Although a third of organisations have implemented apps for smartphones and tablets, more than 40% are not planning to use such tools for strategic communication. In contrast, 62% already employ mobile corporate or organisational websites.

**... FOR FURTHER DISCUSSION**

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**The European Communications Monitor is an international research initiative conducted by the European Public Relations Education and Research Association (EUPRERA), an autonomous organisation, in partnership with the EACD and the Communication Director magazine. The study is conducted with the aim to stimulate and promote the knowledge and practice of communication management in Europe.**

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