

European Communication Monitor 2014 results

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Trends in corporate communications – The digital age enriches the jobs of professional communicators, yet many are still struggling to find new working routines

Communicating with stakeholders at any time is the most important aspect of mobile communication for six out of ten communicators in Europe. Although a third of organisations have implemented apps for smartphones and tablets, more than 40 per cent are not planning to use such tools for strategic communication. In contrast, 61 per cent already employ mobile corporate or organisational websites. While 84 per cent state that new ways of communication are enriching their jobs, 73 per cent also say that their daily work pressure is steadily increasing and only 57 per cent know how to handle the constant information flow. These are some of the key results reported by this year's European Communication Monitor (ECM), a survey based on interviews with 2,777 communicators in 42 countries. The monitor was launched at the European Communication Summit in Brussels today. A web video as well as a full report is available online at www.communicationmonitor.eu.

Professor Ansgar Zerfass, lead researcher of the survey commented "The digital age has created new job routines that stimulate questions about (1) work load,(2) job satisfaction and (3) career development through networking and mentoring. At the same time, organisations ask for stakeholders' expectations for their communication and the effectiveness of these new routines. An important topic which connects both developments is excellence. New role models for professional communicators might be drivers of excellent communication functions, while in turn outperforming functions can offer interesting and rewarding tasks for communicators."

"The findings present a diverse picture of the European communication landscape, said Herbert Heitmann, President of the European Association of Communication Directors (EACD), adding "Most communicators are satisfied with their jobs, because they place greater importance on satisfaction-drivers such as interesting tasks instead of aspects such as work-life balance. An especially pressing issue for nearly half of the survey's respondents is the challenge of linking communication and business strategies. The European Association of Communication Directors (EACD) and its members are prepared to bring this essential relationship firmly into the foreground."

Notes for the editor:

The European Communication Monitor survey on the status quo and trends of communication management across Europe is jointly organised by the European Public Relations Education and Research

Association (EUPRERA) and the European Association of Communication Directors (EACD). Sponsored by the global communication firm Ketchum, the international survey is based on replies from 2,777 communication professionals in 42 countries. A research group of professors from leading universities across the continent, led by Professor Ansgar Zerfass, has conducted the research for the eighth time in a row. It is widely recognised as the largest study in the field of strategic communication worldwide.

A free PDF report with full results as well as a YouTube video with the most important highlights is available at www.communicationmonitor.eu

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