

Communications Adviser

FF04 Marketing, communication and content · ISCO-08 2432 · CBS 0311 Marketing, public relations, and sales consultants · seniority medior · Also known as: Communications Consultant, Corporate Communications Adviser

Advises the board and line management on communication about policy, change and reputation, and turns this into messages, channels and press lines.

The communications adviser is a staff role close to decision making, focused on internal communication, change communication and reputation. Unlike a marketer, the goal is not sales but understanding, support and control of perception. Selection goes wrong when writing skill and channel knowledge dominate, while this role depends on contradicting a board that wants to send a message the organisation cannot live up to.

Key figures for this profile

23 skills · 4 competencies to measure · 5 knockout skills · centre of gravity: Communication and influence 51%, Business operations, commerce and entrepreneurship 25%, Cognitive ability and problem solving 8%

1 Competencies to measure

These are the behavioural and ability constructs in this profile. Each one shows which hrmforce questionnaire measures it.

Competencies to measure	Target level	hrmforce instrument	Assessment method	Behavioural anchor at target level
Creative thinking Competency (50-framework): Creativity	 N4	Big Fifty, Competency Check	Personality questionnaire	Puts several unusual solution directions side by side for a stuck problem and works out the most promising direction further.

Competencies to measure	Target level	hrmforce instrument	Assessment method	Behavioural anchor at target level
organisational awareness Competency (50-framework): Organizational Sensitivity	 N4	Big Fifty, Competency Check, 360 Feedback	Situational Judgement Test	Assesses which interests a proposal touches, involves the right people beforehand and chooses a suitable moment to raise it.
external awareness Competency (50-framework): Environmental Awareness	 N3	Big Fifty, Competency Check	Structured interview	Follows sources outside the organisation systematically and uses those signals when adjusting working methods within the team.
Flexibility Competency (50-framework): Flexibility	 N3	Big Fifty, 15PF, Competency Check	Personality questionnaire	Revises the approach independently when the request changes, keeps stakeholders informed and still delivers the result within the boundaries.

2 Full skill profile

Every skill in this profile, sorted by weight. The behavioural anchor under each skill belongs to the target level.

T	Skill	Target level	Weight	Knockout	Assessment method	hrmforce instrument
V	Written expression Independently writes texts with opening, core and closing, chooses a tone per audience and applies fixed terms consistently.		5	yes	Work sample test	Work sample test, Competency Check
V	Advisory skill Reframes the question behind the question, offers two supported options with consequences and agrees a decision moment.		5	yes	Assessment centre	Competency Check, Structured interview
V	Stakeholder management Assesses influence and interest per party, chooses a fitting form of contact and discusses conflicting wishes before a decision is taken.		5	no	Assessment centre	Competency Check, 360 Feedback
V	Internal and change communication Creates a communication plan for a team change, chooses channel and timing per group and organises room for questions.		5	yes	Portfolio or evidence	Competency Check, Pulse Survey
V	Content creation for target audiences Determines message, form and channel per audience, produces the content and improves it based on reach figures.		5	yes	Portfolio or evidence	Portfolio, Work sample test

T	Skill	Target level	Weight	Knockout	Assessment method	hrmforce instrument
V	Content marketing Creates an own content calendar per target group, writes the texts and steers on reach and engagement.	 N4	5	yes	Portfolio or evidence	Work sample test, Portfolio
G	Creative thinking Puts several unusual solution directions side by side for a stuck problem and works out the most promising direction further.	 N4	4	no	Personality questionnaire	Big Fifty, Competency Check
V	Editing and plain language Rewrites a formal letter to plain language level B1 and explains to the author which choices were made.	 N4	4	no	Work sample test	Work sample test
V	Storytelling Builds a story with starting situation, turning point and outcome around a client case and links it to the message.	 N4	4	no	Simulation	Work sample test, Competency Check
G	organisational awareness Assesses which interests a proposal touches, involves the right people beforehand and chooses a suitable moment to raise it.	 N4	4	no	Situational Judgement Test	Big Fifty, Competency Check, 360 Feedback
V	Media relations and spokespersonship Gives an interview about own dossier independently, holds to three key messages and corrects incorrect assumptions immediately.	 N3	4	no	Simulation	Work sample test, Competency Check

T	Skill	Target level	Weight	Knockout	Assessment method	hrmforce instrument
V	Customer segmentation and targeting Builds a segmentation from customer data and behaviour and explains the need and the value for each segment.	 N3	4	no	Work sample test	Work sample test
V	Applying brand positioning and visual identity Tests publications from team and suppliers against the brand principles and corrects deviations with an explanation.	 N3	4	no	Portfolio or evidence	Work sample test, Portfolio
V	Idea generation Leads an idea session for the team with a suitable format, collects dozens of ideas and groups them by theme.	 N3	3	no	Work sample test	Competency Check, Work sample test
V	Visual communication and data storytelling Chooses a fitting chart type per message, removes unnecessary styling and writes the conclusion above the figure.	 N3	3	no	Work sample test	Work sample test, Portfolio
T	Social media communication Manages a channel independently, replies to questions within an hour and uses statistics to choose posting moments.	 N3	3	no	Work sample test	Work sample test, Portfolio
G	external awareness Follows sources outside the organisation systematically and uses those signals when adjusting working methods within the team.	 N3	3	no	Structured interview	Big Fifty, Competency Check

T	Skill	Target level	Weight	Knockout	Assessment method	hrmforce instrument
V	Prompting and task delegation to AI Splits a work task into steps, decides which step AI does and which not and improves the instruction based on outcomes.	 N3	3	no	Work sample test	Work sample test, Portfolio
V	Improving customer journey and experience Maps out the customer journey for a service, names the three largest bottlenecks and implements improvements with those involved.	 N3	3	no	Work sample test	Work sample test, 360 Feedback
V	Marketing strategy Draws up a marketing plan for a service or market with goals, channel choice and budget and adjusts it on results.	 N3	3	no	Work sample test	Knowledge test (client-specific), Work sample test
G	Flexibility Revises the approach independently when the request changes, keeps stakeholders informed and still delivers the result within the boundaries.	 N3	2	no	Personality questionnaire	Big Fifty, 15PF, Competency Check
V	Marketing analytics and attribution Pulls the standard reports from the analytics tool and puts the key figures into the weekly overview.	 N2	2	no	Work sample test	Work sample test, Knowledge test (client-specific)

T	Skill	Target level	Weight	Knockout	Assessment method	hrmforce instrument
K	GDPR and privacy in practice Processes personal data only according to the applicable work instruction and refers doubtful cases to the privacy officer.		1	no	Knowledge test	Knowledge test (client-specific)

3 Levels per seniority

The same profile with the job family seniority adjustment applied. Target levels are clamped to 1 to 5.

Skill	medior	senior
Written expression	N4	N5
Advisory skill	N4	N5
Stakeholder management	N4	N4
Internal and change communication	N4	N4
Content creation for target audiences	N4	N5
Content marketing	N4	N5
Creative thinking	N4	N5
Editing and plain language	N4	N5
Storytelling	N4	N5
organisational awareness	N4	N5
Media relations and spokespersonship	N3	N3
Customer segmentation and targeting	N3	N4
Applying brand positioning and visual identity	N3	N4
Idea generation	N3	N4
Visual communication and data storytelling	N3	N4
Social media communication	N3	N4
external awareness	N3	N4
Prompting and task delegation to AI	N3	N4
Improving customer journey and experience	N3	N4
Marketing strategy	N3	N3
Flexibility	N3	N4
Marketing analytics and attribution	N2	N2
GDPR and privacy in practice	N2	N3

4 The proficiency scale

Level	Label	Autonomy	Complexity	Scope	Depth of knowledge
N1	Guided	works under supervision and follows instruction	routine, one variable at a time	own task	basic understanding of terminology
N2	Applying	works independently within set frameworks	familiar situations with limited variation	own role	working knowledge, applies standard approach
N3	Proficient	sets own approach and seeks input proactively	several variables, some ambiguity	own team or process	thorough knowledge, weighs alternatives
N4	Advanced	directs others and decides on the approach	complex, with conflicting interests	several teams or a department	in-depth knowledge, advises others
N5	Leading	sets the standard and the policy	strategic, under high uncertainty	organisation, value chain or profession	authority, advances the profession

5 Behavioural anchors per skill

Anchors sit at N1, N3 and N5. N2 and N4 are deliberately not anchored: raters interpolate between them, following the O*NET convention.

Skill	N1	N3	N5
Written expression Putting thoughts into correct and readable text with a logical paragraph structure, fitting tone and word choice suited to the reader.	Writes short messages and reports free of language errors after using a checking tool and a review round by a colleague.	Independently writes texts with opening, core and closing, chooses a tone per audience and applies fixed terms consistently.	Draws up the writing guide and house style for the organisation, approves publications on content and develops the writing skill of teams.
Advisory skill Sharpening the question of a client and delivering a well founded recommendation in a way that the receiver adopts and implements it.	Supplies requested information and explains a standard recommendation following the fixed structure used by the team.	Reframes the question behind the question, offers two supported options with consequences and agrees a decision moment.	Advises the board on issues with conflicting interests, challenges established assumptions and safeguards the quality of advice across the organisation.

Skill	N1	N3	N5
Stakeholder management Mapping who has an interest in an initiative and maintaining contact with those parties so that decisions keep their support.	Maintains a list of those involved and informs them about progress according to the agreed rhythm.	Assesses influence and interest per party, chooses a fitting form of contact and discusses conflicting wishes before a decision is taken.	Maintains a network reaching governance and political bodies, connects parties with differing interests and safeguards the position of the organisation.
Internal and change communication Informing and involving colleagues across the organisation through internal channels so that they know what is changing and what is expected of them.	Posts supplied messages on the intranet and checks whether the target group has seen the message.	Creates a communication plan for a team change, chooses channel and timing per group and organises room for questions.	Sets the communication strategy for a reorganisation, aligns with board and works council and measures the effect on trust and behaviour.
Content creation for target audiences Creating text, image and video for a defined audience and channel, with a message that prompts reading, viewing or action.	Creates a post following an existing format, selects a fitting photo and checks rights and accessibility.	Determines message, form and channel per audience, produces the content and improves it based on reach figures.	Sets the content strategy and brand guidelines, allocates resources across channels and accounts for results to the executive team.
Content marketing Devises, creates and schedules text, images and video for the channels of the organisation so the target group is reached and engaged.	Publishes supplied posts according to the content calendar and checks language, imagery and links before publication.	Creates an own content calendar per target group, writes the texts and steers on reach and engagement.	Determines the content policy and brand voice of the organisation and decides on the use of editors, agency and channels.
Creative thinking Looks at an issue from unusual angles, combines existing elements in a new way and comes up with own ideas.	Contributes an own idea in a meeting for a small improvement within the own task.	Puts several unusual solution directions side by side for a stuck problem and works out the most promising direction further.	Breaks through common assumptions in the field, brings in renewing solution directions and gives others room to experiment.

Skill	N1	N3	N5
Editing and plain language Shortening, reordering and rewriting existing texts in plainer language without losing content, nuance or legal meaning.	Removes redundant words and repetitions from a text and corrects spelling according to a given checklist.	Rewrites a formal letter to plain language level B1 and explains to the author which choices were made.	Introduces an organisation wide plain language approach, measures readability of core products and adjusts standards based on user testing.
Storytelling Bringing a message in narrative form with characters, tension and a core point, so that the listener remembers and retells the content.	Uses an example from practice to make a figure or a rule understandable for colleagues in the team.	Builds a story with starting situation, turning point and outcome around a client case and links it to the message.	Develops the story of the organisation, has it recur across all channels and teaches managers to tell it themselves.
organisational awareness Recognising how formal and informal relations, interests and decision making work in the organisation and taking these into account in own actions.	Asks who needs to be involved in a topic before a proposal is shared with others.	Assesses which interests a proposal touches, involves the right people beforehand and chooses a suitable moment to raise it.	Sees through relations between organisational units and external parties and steers decision making by organising support at an early stage.
Media relations and spokespersonship Speaking to journalists on behalf of the organisation, holding key messages under pressure and judging the reputational consequences of statements.	Refers press questions to the spokesperson, records the question and uses only factual information that has been released.	Gives an interview about own dossier independently, holds to three key messages and corrects incorrect assumptions immediately.	Acts as lead spokesperson during a crisis, sets the communication line with the board and restores trust with press and public.
Customer segmentation and targeting Divides customers and prospects into groups with comparable needs and value and chooses which groups the organisation will target.	Assigns customers to existing segments using recorded characteristics and reports doubtful cases.	Builds a segmentation from customer data and behaviour and explains the need and the value for each segment.	Establishes the segmentation model for the organisation, links it to offering and channels and revises it when markets shift.

Skill	N1	N3	N5
Applying brand positioning and visual identity Determines or safeguards what the brand stands for and ensures that language, imagery and behaviour in communications match it.	Uses the prescribed logos, colours and templates and checks with others when in doubt about a publication.	Tests publications from team and suppliers against the brand principles and corrects deviations with an explanation.	Recalibrates the brand positioning of the organisation and sets the guidelines all publications must meet.
Idea generation Produces many and varied ideas in a short time, alone or with a group, and keeps generating separate from judging.	Delivers several suggestions in an idea round without rejecting or judging them straight away.	Leads an idea session for the team with a suitable format, collects dozens of ideas and groups them by theme.	Sets up idea processes organisation wide, involves customers and partners in them and keeps ideas findable and reusable.
Visual communication and data storytelling Presenting figures and processes in charts, graphs and diagrams that support the message and lead the reader to the correct conclusion.	Creates a chart in an existing template, adds a title and names the unit shown on the axis.	Chooses a fitting chart type per message, removes unnecessary styling and writes the conclusion above the figure.	Sets guidelines for visualisation and dashboard use across the organisation and judges whether displayed figures represent reality fairly.
Social media communication Managing business accounts on social networks, publishing posts and responding to reactions within the rules of the organisation and the platform.	Publishes approved posts with the correct tags and reports negative reactions to the administrator of the account.	Manages a channel independently, replies to questions within an hour and uses statistics to choose posting moments.	Sets policy for conduct on social networks, arranges monitoring and leads the response when a public row emerges.
external awareness Following developments among clients, in the market, in technology and in regulation and naming their consequences for own work and the organisation.	Reads the information provided about clients and rules and names what this means for own tasks.	Follows sources outside the organisation systematically and uses those signals when adjusting working methods within the team.	Translates societal and market developments into strategic choices and positions the organisation with relevant external parties in good time.

Skill	N1	N3	N5
Prompting and task delegation to AI Divides work between person and AI system, formulates task, context and required output format and adjusts based on the output.	Gives an AI tool a single task with a clear question and required format and uses the result after checking it.	Splits a work task into steps, decides which step AI does and which not and improves the instruction based on outcomes.	Develops organisation wide practices for dividing tasks with AI and trains others in effective and responsible instruction giving.
Improving customer journey and experience Maps the steps a customer goes through, measures where friction occurs and implements improvements in process and contact.	Records customer complaints and remarks in the agreed format and passes them on to the process owner.	Maps out the customer journey for a service, names the three largest bottlenecks and implements improvements with those involved.	Sets the standard for customer experience in the organisation and directs improvement programmes across departments.
Marketing strategy Chooses target groups, message, channels and budget for a period and links those choices to goals for awareness, leads and revenue.	Carries out parts of an existing marketing plan and reports for each action what it delivered.	Draws up a marketing plan for a service or market with goals, channel choice and budget and adjusts it on results.	Determines the marketing strategy of the organisation, allocates the budget across channels and accounts for the return to the board.
Flexibility Adjusts working method, planning and behaviour when the situation or the request changes, while keeping the agreed result intact.	Switches to a different task as soon as the supervisor asks and leaves the work in hand in an orderly state.	Revises the approach independently when the request changes, keeps stakeholders informed and still delivers the result within the boundaries.	Builds processes and organisational forms that adapt quickly to new circumstances and decides when the overall course changes.
Marketing analytics and attribution Measures the effect of marketing efforts with dashboards and models and attributes revenue and leads to channels and campaigns.	Pulls the standard reports from the analytics tool and puts the key figures into the weekly overview.	Builds a dashboard per channel, checks the measurement setup and explains which campaign delivered which result.	Chooses the attribution model for the organisation, weighs its limitations and steers budget allocation on the outcomes.

Skill	N1	N3	N5
GDPR and privacy in practice Knows privacy legislation requirements for own work, which legal basis and retention period apply and recognises when notification is required.	Processes personal data only according to the applicable work instruction and refers doubtful cases to the privacy officer.	Judges in own processes whether a legal basis exists, applies data minimisation and handles requests from data subjects correctly.	Sets privacy policy, decides on high risk processing operations and represents the organisation towards the supervisory authority.

6 Assessment methods and validity

The validities are the corrected meta-analytic estimates from Sackett, Zhang, Berry and Lievens (2022) in the Journal of Applied Psychology, which replace the older Schmidt and Hunter (1998) figures. The spread matters as much as the mean: with a high SD, validity varies strongly by context.

Assessment method	rho	SD	What it is
Work sample test	0.33	0.09	The candidate performs a representative work sample under standardised conditions.
Assessment centre	0.29	0.09	Multiple exercises, multiple assessors, dimension-wise scoring.
Portfolio or evidence	-	-	A collection of prior work or results, assessed against fixed criteria.
Personality questionnaire	0.40	0.15	Self-report of behavioural preferences. At hrnforce the Big Fifty and the 15PF.
Simulation	-	-	Simulated work situation, usually digital, with standardised scoring.
Situational Judgement Test	0.12	0.11	Scenario with response options, scored on knowledge or behavioural tendency.
Structured interview	0.42	0.19	Behaviour-based interview with fixed questions and a rating scale per question.
Knowledge test	0.40	0.13	Test of declarative job knowledge, usually assembled per client.

7 Assessment instruments for this job

hrnforce instrument	Skills	What it measures
Work sample test	15	Representative work sample under standardized conditions
Competency Check	11	Behavioral-Level Competency Assessment
Portfolio	6	Evaluation of prior work against fixed criteria
Big Fifty	4	Personality questionnaire, 150 items, 25 factors
360 Feedback	3	Multiple assessments based on behavioral anchors
Knowledge test (client-specific)	3	Professional knowledge test, customized for each client
Structured interview	1	Behavioral interview with a fixed structure
Pulse Survey	1	Periodic measurement at the team and organizational levels

hrmforce instrument	Skills	What it measures
15PF	1	Personality Profile, a shorter alternative to the Big Fifty

8 How to use this profile

1. Agree the profile with the hiring manager before the first candidate is measured. Weights shifted afterwards make the outcome indefensible.
2. Choose the assessment method per skill from the Assessment method column. Combine at most three methods per candidate.
3. Calibrate the assessors in a two-hour session using the anchors in chapter 5. Anchors without rater training deliver little.
4. Fill in the match calculator and discuss the gaps in the development conversation. Type A and type G are selection criteria, not one-quarter development goals.

Source: hrmforce Skills Framework 2.0, version 2.0.0, built 2026-09-08. Crosswalks to ESCO v1.2.1, O*NET 31.0, Lightcast Open Skills, SFIA 9, DigComp 3.0, EntreComp, LifeComp, GreenComp, AILit, WEF Future of Jobs 2025, ISCO-08 and the Dutch CBS occupational classification BRC 2014 edition 2025. This profile is a starting point, not a standard: align it with your own organisation before selecting on it.