

## Top tasks to outsource

Your busy communications team needs a helping hand, but if you're not used to outsourcing to an external company, it can be challenging to know where to start.

A flexible, remote team with a range of skills and experience can relieve pressure for in-house communications teams in all sorts of ways. If you're not sure what you can outsource, start with something from this list of ideas:

- Researching and writing blog posts for internal or external publication.
- Proofreading and editing documents – even with short turnaround times.
- Phoning or emailing staff, patients or customers to interview them and write case studies.
- Managing an entire publication project for your company profile brochure or impact report including project planning, sourcing content, providing design and arranging print and delivery.
- Project managing strategic tasks such as a brand update or website build or managing a complete communications function for your team.
- Researching, writing, and seeking approval for press releases, trade media features, advertorials or newsletter copy.
- Sourcing and editing information for annual reports, writing entire sections, and proofreading the final results.
- Managing newsletter schedules, taking a lead on creating content and making sure deadlines are met.
- Proofing artwork and liaising with your designer to make amends and ensure a finished document meets your brief.
- Researching and writing website copy and even updating your website by logging in remotely.
- Writing speeches and putting presentation slides together (at short notice if needed).
- Working with and/or managing other freelancers or agencies to ensure work is streamlined and coordinated.
- Reminding you what you need to do next!

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