

The **ECOPSI** aims to map and evaluate current and future management and communication skills of practitioners across Europe

Results cover **five major topics**

- 1) Professional training and development,
- 2) professionalisation and accreditation,
- 3) understanding and responding to competency needs,
- 4) role evaluation and specialist competence, and
- 5) the future

Quantitative findings from 42 countries.



FINDINGS

In general, it can be concluded that academic education and expectations of communication professionals regarding management, business and communication qualifications are not matched and that this is a serious problem for both sides to address: i.e. for academia to (re)claim relevance and professionals to get access to the type of knowledge they need.

Reported digital skills also **differ according** to the area professionals are working in. Professionals working in overall communication, international and public affairs, media relations and marketing communications score lower than professionals working in strategy, internal communication and of course online communication.

Most important means to self-assess knowledge and needs:

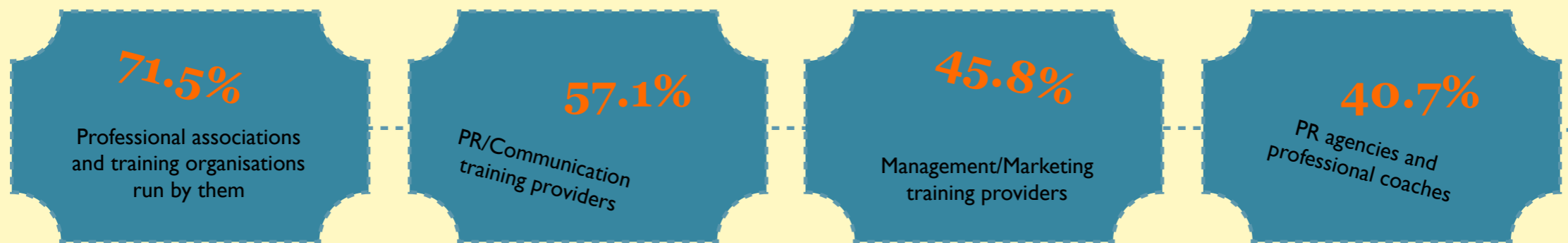
64.9% Comparing with colleagues and peers

53.4% Feedback from superiors & colleagues

48.1% Comparing knowledge with publications

45.8% Attending congresses/conferences

Sources of professional development used by communication professionals in the past five years



A large majority of state that a lack of communication management **84.2%** the respondents understanding of practice within top barriers the further professionalisation of the practice

Another **75.3%** indicated difficulties to prove the impact of communication activities on organisation goals are a main barrier for further professional advancement of the practice

The study revealed significant gaps between the development needs of communication professionals in Europe and the training opportunities currently offered by their organisations

Management knowledge

Role evolution and specialist competence

The study reveals a large gap between perceived importance of social media tools and the actual implementation

30.6%

22.3%

16.7%

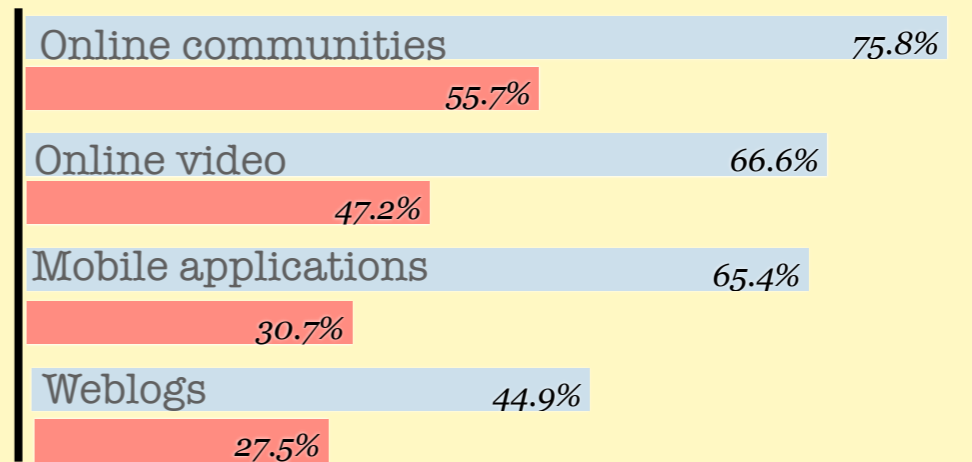
22.1%

Management skills

Business knowledge

Communication knowledge

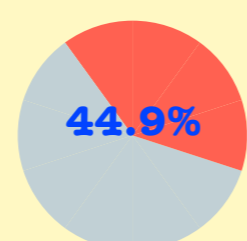
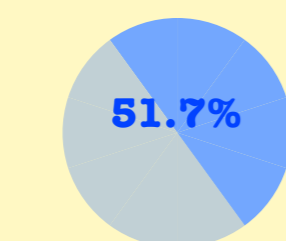
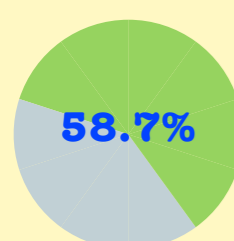
Social media tools in communication management importance and implementation in European organisations



Implementation Importance



Employers prefer young professionals with a dedicated academic education in communication management. These are the three most important qualifications when recruiting early career professionals



University education in communication management/PR

English language

Internship, on the job training