

AC0400 – EXTERNAL COMMUNICATION CONSULTANTS, USE OF

1.0 PURPOSE

To ensure that the contracting of external communications consultants is done in accordance with Interior Health (IH) prescribed guidelines and authorities.

2.0 DEFINITIONS

Communications: Any written material concerning IH initiatives that will have a broad external and internal distribution, including issues management, Public Relations, community relations, media relations, staff communications.

Marketing: Any marketing materials that are to be used to promote IH and IH initiatives.

3.0 POLICY

Interior Health recognizes the need and the value in utilizing the unique knowledge, skills and expertise of external resources/consultants to address specific business needs from time-to-time.

The contracting of external resources for the purposes of Communications, Marketing and other strategic Communication management initiatives in excess of Five Thousand (\$5,000.00) Dollars, will be approved in consultation with the Communications and Public Affairs Department in order to ensure the appropriateness of the initiative and consistency in philosophy/messaging, expertise, qualifications and fee schedule of the external resource/consultant.

Line Managers are responsible for funding external communications consultants from their respective Cost Centres citing EOC [8106025](#).

4.0 PROCEDURE

Line Managers

- consult with Communications and Public Affairs Department when considering the utilization of an external resource/consultant,
- deliver a completed *Request for an External Consultant (Appendix A)* form approve to Communications and Public Affairs Department,
- obtain funding for approved external communications consultants.

Communications and Public Affairs Department

- clarify the issues/needs with the line manager,
- determine the appropriateness of the use of an external consultant in consultation with Senior Communications Management,
- receive from the line manager a completed Request for an External Consultant (Appendix A) form

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- approve external resources/consultants,
- request consultants proposal,
- negotiate, finalize and track fee schedules and deliverables/outcomes outlined in the Proposal (Appendix B),
- formalize the agreed terms and conditions of the Contract with IH Material Services Department
- secure approval as per Interior Health's decision making authority matrix including the Vice President, Communications and Public Affairs, and
- advise Line Manager of approval.

5.0 REFERENCES

1. [Interior Health Policy AB0100 Signing Authority](#)

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APPENDIX A



REQUEST FOR AN EXTERNAL COMMUNICATION CONSULTANT

The Communications Department will clarify the issues/needs with the line manager in consultation with Communications Senior Management

Date	
Communications Officer	
Line Manager Contact	
Involved Internal Resources	
Issue Identification <ul style="list-style-type: none"> • What are the issues? • What are the specific needs? • What data supports this issue identification? 	
Actions taken to Date <ul style="list-style-type: none"> • What, if anything, has been done to date to manage these communication issues? 	
Scope of Work <ul style="list-style-type: none"> • Who and how many will be included in this project? • What individuals, teams, departments are included? 	
Desired Outcomes and Evaluation <ul style="list-style-type: none"> • What are desired outcomes? • What performance indicators will be used to measure success? 	

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<p>Estimated Time Schedules</p> <ul style="list-style-type: none"> • How long do you estimate this work will take? • What stages will the communication work take? 	
<p>Type of Service Offering</p> <ul style="list-style-type: none"> • writing/editing • event organization and promotion • issues management • Broad external and internal distribution of materials • community engagement • other 	
<p>Name and Role(s) of Proposed External Service Provider</p> <ul style="list-style-type: none"> • What role(s) are expected from the External Consultant? 	
<p>Roles of Interior Health Personnel</p> <ul style="list-style-type: none"> • What role(s) are expected from Communication, Line management, etc.? 	
<p>Funding Source Cost Centre (EOC 8106025).</p>	

RECOMMENDATION:

Manager

Date

Communications Manager

Date

APPROVAL:

Vice President, Communications and Public Affairs

Date

Return to Communications Department

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APPENDIX B

PROPOSAL FOR CONSULTING SERVICES for Communications

This document outlines the content of the written proposal to be submitted by an External Consultant.

The Consultant agrees to provide Interior Health with the following information regarding the consultation to be undertaken for Interior Health. This information will be provided within ten (10) business days after the initial consultation meeting.

Approval of this submission, as outlined in Interior Health's policy *Use of Consultants - Communications*, is required before entering into a contractual relationship with Interior Health and is a condition for proceeding. Before commencement of services, signed Contract and Confidentiality Statement are also required.

1. Overview of the Services to be Provided

2. Location

3. Sponsoring Manager

4. Boundaries of Analysis

Outline the focus of the project and what groups, teams, or departments will be included in the analysis.

5 The Project's Objectives

What outcomes does the Consultant expect to achieve in the scope of the project: specifically, indicate what will be achieved or what differences will be measurable.

6. The Type of Information Collected

Specify the types of data collected and the method used to collect the data.

7. The Final Product

Describe the final product delivered and whether the results will be presented verbally, in addition to the required report format. Identify those people who will receive the report.

8. The Consultant's Role in the Project

Outline the specific expectations for interacting with the client(s), including a description of the Consultant's role and responsibilities towards the client(s) in the project.

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