

Positioning Technical Communication as a Management Function
Ideas to Add Value to Your Organization

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Position Yourself as Technical Communication Manager

Management Idea	Explanation	Tactics	Departments
Manager of Collaboration	Use your collaboration experience and knowledge of collaboration tools to position yourself as a manager or facilitator of company-wide collaboration.	<ul style="list-style-type: none"> • Leverage platform knowledge for other departments (MOSS, CM, Blogs, etc) • Leverage your cultural knowledge of collaboration – team building • Become a Communities of Practice coordinator • Employ your international knowledge for improved collaboration between different cultures <p>GET STARTED: write a short case study or article for an internal publication that provides tips on teams, collaboration, and an offer to help.</p>	All
Manager of Users	Leverage your understanding of users, both internal and external, into a role as manager of users	<ul style="list-style-type: none"> • Use time-tested TC research methods to compile information on users • Demonstrate a grasp of inexpensive research methods like focus groups, usability tests, and surveys can yield benefits • Employ technology platforms like blogs and wikis to improve customer feedback • Demonstrate how internal user productivity is a big ROI • Use personas, UCD, and usability to connect to your customers <p>GET STARTED: choose internal or external users. Show the responsible department how you can add value with inexpensive research methods.</p>	Marketing IT Operations
Manager of Business Technology	Use your understanding of technology and business operations to manage the design, review, and implementation of business technology.	<ul style="list-style-type: none"> • Focus on integration of IT and business needs • Work with IT Services • Build a culture of translation – develop the process by which operations translates needs into documents which IT can act upon • Demonstrate your project skills, esp. project management <p>GET STARTED: Pitch a role to IT services and show how it will allow IT to be more responsive to requests and users.</p>	IT Operations

Knowledge Manager	Position yourself as the manager of knowledge for the company by demonstrating proficiency in the three parts of the business success triangle: information, people, and IT.	<ul style="list-style-type: none"> • Use information literacy skills to determine which information is most valuable • Get involved in the search function • Leverage your taxonomy skills to deliver a KM plan • Show the ROI value of collaborative KM technologies • Provide strategies to capture tacit knowledge • <p>GET STARTED: Start a cross-functional KM committee.</p>	Operations Legal Communications Marketing
Training Manager	Position yourself as a manager who can develop curriculum, educational technologies, and offer software training for employees.	<ul style="list-style-type: none"> • Offer assistance, as time permits, to departments that need technology training. • Build training curriculums for departments • Show how trained employees are more productive <p>GET STARTED: Take advantage of budget cuts/downsizing. Create a proposal to train employees in areas that were subject to budget reductions.</p>	HR Training/Development IT
Content Manager	Promote yourself as the manager of all disseminated content (web and other channels).	<ul style="list-style-type: none"> • Integrate the function of content management • Develop a comprehensive plan using the support of departments (e.g. Legal) with which you have a close relationship • Provide solutions for cataloging, searching, and storing content for all departments • Show how the delivery of inconsistent communication, both internally and externally, wastes money <p>GET STARTED: Work with a committee on a communications audit. This will determine what information (and how) the company disseminates. Eliminating redundancy, especially in print, will reduce company costs.</p>	Legal PR/Communications Marketing Strategic Communications