Development of a set of personas representing professional profiles in the field of accessible communication

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1 Introduction

This report presents the results of the activity "Development of a set of personas representing professional profiles in the field of accessible communication." The objective of this activity was to establish a link between the training on accessible communication and the existing labour market demands through the use of personas methodology. Developed personas represent potential roles for accessible communication professionals and serve a diverse range of functions, including guiding educational institutions, inspiring individuals to explore careers in this field, and advocating for accessibility in various contexts.

In this report, we present the methodology of persona development and the final result, the developed personas.

2 Methodology

The final result is based on the methodology of personas, which were developed in following steps:

- Desk-top research of communication professions,
- Selection of relevant communication occupations,
- Interviews with Industry Professionals and
- Development of personas.

2.1 Personas method

Personas are widely accepted, and effective research method used to provide insights into the needs, preferences, and behaviours of a target audience. A persona, also referred to as a user persona, is a personalized fictional character strategically crafted to represent a particular user type who might engage with specific product or service in a similar manner. These personas serve as archetypal representations of commonalities among target groups or segments, and they are constructed using a blend of demographic and behavioural information gathered from users. This data is usually collected through methods like qualitative interviews and participant observation. The "persona" methodology is frequently used in design teams, either product design or UX (user experience) design.

The persona method, in the context of our project activity, involves creating fictional yet highly representative character profiles, that mirror various professional roles within the field of accessible communication. They draw from real-world data, blending demographic and behavioural insights collected from accessible communication professionals through interviews and from data on different communication occupations. These personas provide a tangible and comprehensible way to understand the diverse roles and needs within the accessible communication field.

2.2 Desk-top research of communication professions

We began the process by conducting thorough desktop research. This research was aimed at identifying relevant communication occupations that play a crucial role in

the accessible communication landscape. Our initial step involved an analysis of the typical job roles held by graduates in the field of communication. To accomplish this, we relied on data provided by the participating universities. However, with the further analysis of those jobs we encountered the issue of inconsistent job titles and naming practices, which presented a significant obstacle. Namely, the job roles with similar responsibilities had varying names across different organizations, and conversely, roles with the same title entailed different responsibilities in different organisations. To address this issue, we turned to the ESCO (European Skills, Competences, Qualifications, and Occupations) database, leveraging it for a detailed analysis of communication professions. This database helped us navigate the complexities of job titles and responsibilities, ensuring a robust selection of roles relevant to accessible communication.

The result of this step was a core set of communication professions. In total, 109 communication professions were identified from the following ESCO categories:

- Sales, Marketing & Development Managers,
- Sales, Marketing & Public Relations Professionals and
- Authors, Journalists & Linguists.

2.3 Selection of the most relevant communication occupations

From the wealth of information obtained through desk-top research, we identified the most relevant communication occupations that align with the specific needs of accessible communication. We focused primarily on whether and to what extent each profession oversees or participates in the production of digital content, and how common each profession is. We have thus reduced the set of communication professions to a total of 25 professions by our opinion the most relevant to the field of accessible communication.

This list of the most relevant occupations by our opinion is not exhaustive, as our aim was not to list all the occupations relevant to the field of accessible communication but to identify the most relevant and most common occupations, which will thus form the basis for the recruitment of interviewees in the next step. The final list was drawn up on

the basis of an analysis of the occupational descriptions, the skills and competencies required (from ESCO database) and the partners' professional judgement.

Table 1: The list of the selected occupations

ESCO Code	Occupations	Alternative names
1221	**Sales and Marketing Managers**	
1221.3	chief marketing officer	- chief commercial officer - chief commercial strategist - chief commercial strategy officer - chief marketing officer - director of marketing - head of marketing - senior marketing officer
1221.3.2	marketing managers	- advertising sales manager - market development manager - marketing and promotions manager - marketing director - marketing executive - marketing manager - market manager - product marketing manager - promotions manager - sales and marketing manager - telemarketing manager
1221.3.3	promotional managers	- advertising and promotion manager - marketing and promotion manager - promotion coordinator - promotion director - promotion manager - promotions coordinator - promotions director

			- promotions manager
			- sales promotion manager
1221.5	digital marketing manager		- digital marketing and communication professional - digital marketing specialist - digital marketing technician - social media specialist - web marketing specialist
1222	**Advertising and Public Relations Managers**		
1222.1	communication manager		- communication manager - communication practitioner - communications associate - communications manager - corporate communication manager - external communications manager - foreign language correspondent communications manager - internal communications manager - online communication manager - press spokesperson - public relations and communication manager - public relations manager - social media manager
1222.1.1	advertising manager		- advertising account planner - advertising agency manager - advertising and promotions manager - advertising campaign manager - advertising coordinator - advertising director - advertising executive

			- advertising manager
			- campaigns coordinator
			- marketing communication manager
			- promotions coordinator
			- promotions manager
1222.1.2	public relations manager		- communications manager
			- communications officer
			- corporate affairs manager
			- corporate profiler
			- marketing and communications manager
			- media relations manager
			- press office manager
			- public affairs manager
			- public information coordinator
			- public information manager
			- publicity manager
			- public relations manager
			- public relations specialist
			- spokesperson
			- public relations consultant
2431	**Advertising and Marketing Professionals**		
2431.1	advertising copywriter		- advertisement copywriter
			- advertising copywriter
			- advertising strategist
			- advertising writer
			- commercial writer
			- content marketer
			- content writer
			- continuity writer
			- copy-based creative

			- copy strategist
			- copy writer
			- copywriter
			- copywriting consultant
			- creative copy
			- creative copy artist
			- creative copy consultant
			- slogan writer
			- text writer
			- web copywriter
2431.3	advertising specialist		- advertising account manager
			- advertising adviser
			- advertising advisor
			- advertising and promotional specialist
			- advertising consultant
			- advertising specialist
			- advertising strategist
			- brand specialist
			- strategic marketing specialist
2431.7	creative director		- advertising director
			- creative coordinator
			- creative director
			- creative manager
			- creative services manager
			- design director
			- executive creative director
2431.10	marketing consultant		- digital marketing strategist
			- marketeer
			- marketing adviser
			- marketing analyst
			- marketing campaign planner
			- marketing specialist

			- sales and marketing consultant
			- strategic marketing consultant
2431.11	market research analyst		- customer insight manager
			- market analyst
			- marketing research analyst
			- marketing research coordinator
			- marketing researcher
			- market research analyst
			- market researcher
			- market research manager
			- market research specialist
2431.4	brand manager		- assistant brand manager
			- brand development manager
			- brand executive
			- brand manager
			- brand marketing manager
			- formula manager
			- graduate brand manager
			- market development executive
			- marketing development manager
			- marketing manager (brand development)
			- senior brand manager
			- trainee brand manager
2432	**Public Relations Professionals**		
2432.1	activism officer		- activism & engagement officer
			- activism & events officer
			- activism and engagement officer
			- activism and events officer
			- activism coordinator
			- activism officer

		- activist
		- campaigner
		- campaign worker
		- charity officer
		- events officer
2432.2	election agents	- campaign manager
		- election agent
		- elections officer
		- electorate officer
		- parliamentary agent
2432.3	fundraising manager	- charity fundraiser
		- fundraiser
		- fundraising consultant
		- fundraising coordinator
		- fundraising manager
		- fundraising specialist
		- giving manager
		- individual giving manager
		- non-profit fundraiser
		- philanthropic manager
		- planned giving manager
2432.4	intercultural communication consultant	- intercultural communication adviser
		- intercultural communication consultant
		- intercultural communication expert
		- intercultural communications consultant
		- intercultural communication specialist
		- intercultural consultant
		- intercultural mediator
2432.5	online community manager	- digital community manager
		- interactive media specialist

			- online community manager
			- online community managers
			- online community specialist
			- online content and community manager
			- online reachout manager
			- social media manager
			- social media reachout manager
			- social media specialist
			- social media strategist
2432.6	political campaign officer		- campaign strategy consultant
			- political advisor
			- political aide
			- political campaign consultant
			- political campaign officer
			- political consultant
			- strategy advisor
			- strategy manager
2432.8	public affairs consultant		- communication and public affairs specialist
			- corporate & public affairs consultant
			- corporate and public affairs consultant
			- external relations consultant
			- external relations specialist
			- lobbyist
			- press and public affairs specialist
			- public affairs & communication consultant
			- public affairs activist
			- public affairs agent

		-	public affairs and communication consultant
		-	public affairs consultant
		-	public affairs officer
		-	public affairs specialist
		-	public information consultant
		-	public relations consultant
		-	public relations specialist
2432.9	public relations officer	-	communications officer
		-	media consultant
		-	media coordinator
		-	media relations officer
		-	press consultant
		-	press relations officer
		-	press secretary
		-	public affairs officer
		-	public information officer
		-	public relations coordinator
2642	**Journalists**		
2642.1	journalist	-	business journalist
		-	commentator
		-	correspondent
		-	financial journalist
		-	investigative journalist
		-	journalist
		-	news anchor
		-	news writer
		-	political journalist
		-	reporter
		-	science journalist
		-	web editor
		-	foreign correspondent

			- Political journalists
			- sports journalists
			- broadcast news editor
			- business journalists
			- columnist
			- crime journalist
			- critic
			- entertainment journalist
2642.1.1	blogger		- blog content writer
			- blogger
			- blog writer
			- drinks blogger
			- fashion blogger
			- food blogger
			- head blogger
			- health blogger
			- lifestyle blogger
			- on-line content writer
			- sports blogger
			- travel blogger
			- vegan food blogger
2642.1.17	vlogger		- beauty vlogger
			- fashion vlogger
			- lifestyle vlogger
			- on-line video columnist
			- travel vlogger
			- video blogger
			- video podcaster
			- video weblogger
			- vlogger & blogger
			- web video columnist
2642.1.8	editor-in-chief		- magazine editor

			- newspaper editor
			- copy editor
			- picture editor

Source: [ESCO database](#)

2.4. Interviews with Industry Professionals

Next, we have carried out a series of interviews with professionals from these identified occupations. These interviews were instrumental in gaining a deeper understanding of the roles, responsibilities, and challenges that individuals within these professions encounter in the context of accessible communication.

In order to conduct the interviews, a questionnaire was developed, and then the partners sought out people working in the selected professions and conducted the interviews.

In total, 14 interviews were conducted by the partners, 7 in the field of public relations (including social media managers), 4 in the field of marketing and 3 in the field of journalism and media.

In addition to basic questions about the interviewee's employment, the questionnaire included some personal questions about the interviewee, his/her education and career path, his/her knowledge of digital accessibility, questions about the interviewee's company, the company's organisational structure, his/her job and responsibilities, and questions about the role of digital accessibility in his/her job. Each interview lasted about 45 minutes.

2.5. Development of personas

Drawing upon the knowledge from the desk-top research and interviews, we proceeded to create six distinct personas. Each persona is thoughtfully detailed with a name, age, education, job title, industry, country, career background, job profile, and digital accessibility role in their job. These personas were designed to be representative of selected accessible communication professionals and to showcase their needs for accessible communication knowledge. We have developed personas only for those

occupations on our list of the most relevant occupations for which we were able to recruit interviewees. The purpose of this activity was not to illustrate the typical digital accessibility skills needs for each of the communication professions, but to produce sample personas for some of the communication professions with the aim of raising awareness of the digital accessibility skills needs of communication professions in general.

Personas for the following occupations were created:

1. Public Relations Officer,
2. Digital News Editor,
3. Marketing Manager,
4. Marketing specialist,
5. Social media manager and
6. Journalist.

3 Personas

3.1 Persona 1: PUBLIC RELATION OFFICER

Public relations officers represent a company or organisation to stakeholders and the public. They use communication strategies to promote an understanding of the activities and image of their clients in a favourable way.

Alternative Labels: communications officer, media consultant, media relations officer, press consultant, press relations officer, public affairs officer, public information officer etc.[1]

NAME: Ana

AGE: 47

EDUCATION: Bachelor's degree in journalism

JOB TITLE: Public Relations Officer

INDUSTRY: Public administration (Government)

COUNTRY: Slovenia

CAREER BACKGROUND:

Ana joined the Government Communications Office immediately after completing her journalism studies. Within the office, she has worked in a variety of areas, from developing various government communication campaigns to communicating with foreign publics and media.

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[1] ESCO database: public relations officer

JOB PROFILE:

As a PR Officer in the Government Communications Office, Ana is now primarily responsible for the preparation and publication of various news items on the work of the Government, press releases on topics discussed at Government meetings, participation in press conferences and other Government events. She also publishes the content she produces in various formats on the official government website.

DIGITAL ACCESSIBILITY ROLE:

As a public institution, the government is already legally obliged to ensure online accessibility, which has made digital accessibility an integral part of Ana's daily work. When preparing each publication for the web, Ana must ensure that all images have appropriate alternative text, that videos are captioned, and that accompanying documents such as press releases with content from government meetings comply with accessibility standards (appropriate structure, links, abbreviations, etc.). At the same time, Ana also pays great attention to simplifying the content of complex technical texts discussed at government meetings. Of course, Ana is not alone in all this. The department also employs a digital accessibility expert to help colleagues with the more difficult tasks. They also have a dedicated person in the office who regularly checks the accessibility of all publications on the website. But like her colleagues, Ana had to learn digital accessibility to be able to do her job today. To do this, she attended a special training course for employees of public institutions in Slovenia.

3.2 Persona 2: DIGITAL NEWS EDITOR

Digital news editors decide which news stories will be covered during the news. They assign journalists to each item. Broadcast news editors also determine the length of coverage for each news item and where it will be featured during the broadcast.

Alternative Labels: broadcast news editor, news director, news editor, television news director, television news editor, international news director, radio editor etc.[2]

NAME: Mari

AGE: 44

EDUCATION: Master's degree in Languages

JOB TITLE: Digital News Editor

INDUSTRY: Media (TV and Digital)

COUNTRY: Estonia

CAREER BACKGROUND:

Mari ended up on public TV quite by accident. She first joined the TV team to write scripts for documentaries, eventually becoming editor of her own show and then editor of the digital media portal of the same media company, which focuses on disability issues.

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[2] ESCO database: broadcast news editor

JOB PROFILE:

As editor of an accessible online news portal, Mari is responsible for selecting news from the regular TV programme to be adapted and published on the accessible web portal. Mari also occasionally works as a journalist and reports on events of interest to people with disabilities. At the same time, Mari's task is to constantly follow new developments in the provision of digital accessibility in the media field, and to suggest possible improvements to their portal and regular TV programme.

DIGITAL ACCESSIBILITY ROLE:

As an editor and a member of the Accessible Publishing team, Mari is also involved in adapting the content on the portal. Currently, the portal provides articles with easy reading, audio descriptions, subtitles and sign language. Mari also works with other editorial teams to raise awareness of the accessibility needs of people with disabilities and to integrate content produced by Accessible Portal contributors into regular TV programming. She also regularly attends various training courses on the provision of accessible media content for all and events aimed at sharing experiences within the public service broadcasting sector in the EU. Although their media company is not legally obliged to provide digital accessibility, this is nevertheless a priority for them, as their primary mission as a public service broadcaster is to provide content for the whole population.

3.3 Persona 3: MARKETING MANAGER

Marketing managers carry out the implementation of efforts related to the marketing operations in a company. They develop marketing strategies and plans by detailing the cost and resources needed. They strive to raise awareness on products and companies among targeted customers.

Alternative Labels: marketing director, marketing executive, market manager, product marketing manager, promotions manager, market development manager, marketing and promotions manager etc.[3]

NAME: Monika

AGE: 37

EDUCATION: Master's degree in communication

JOB TITLE: Marketing Manager

INDUSTRY: Public administration (Municipality)

COUNTRY: Austria

CAREER BACKGROUND:

After completing her studies, Monika gained experience in various communication roles and organisations. She has worked in the fields of public relations, marketing communications and digital communications in both private and public organisations. Eight years ago, she joined the marketing team of a larger municipality.

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[3] ESCO database: marketing manager

JOB PROFILE:

As the Marketing Manager of the municipality, Monika is responsible for preparing the marketing strategy and operational plans for the implementation of all marketing activities. She works with her colleagues to develop creative concepts for various campaigns and publications, collaborates on various projects and major events with the PR department, the municipality's public companies and other colleagues from inside and outside the municipality. Another important area of her work is also the management of the municipality's website and social networks.

DIGITAL ACCESSIBILITY ROLE:

Monika is responsible for website compliance with accessibility standards and legislation. She collaborates with external developers and accessibility experts to make regular accessibility evaluations of the municipality website and to perform accessibility training for municipality staff. While not responsible for the development of topical website content (the news section is the responsibility of the PR department), Monika was involved in content development during the latest website redesign. She also coordinates with external contractors to ensure all publications and marketing materials meet accessibility requirements for online and social media publications.

3.4 Persona 4: MARKETING SPECIALIST

Marketing specialists advise companies in the development of marketing strategies for specific purposes. They can advise and develop strategies for the entry of a brand in the market, for the re-launch of a product, for the introduction of a new product, or for the positioning of a commercial image.

Alternative Labels: marketing consultant, digital marketing strategist, marketeer, marketing adviser, marketing analyst, marketing campaign planner, strategic marketing consultant etc..[4]

NAME: Oliver

AGE: 29

EDUCATION: Bachelor's degree in business

JOB TITLE: Marketing specialist

INDUSTRY: Financial sector (bank)

COUNTRY: Sweden

CAREER BACKGROUND:

Oliver has been working in the financial sector in marketing since he graduated. For the last 4 years, he has been working as a marketing specialist at one of the largest Nordic banks.

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[4] ESCO database: marketing consultant

JOB PROFILE:

He works in the marketing department, which deals with consumer banking. Their main task is to inform consumers about new offers and existing products. To this end, Oliver produces a variety of content for the web and printed materials, while also working closely with a graphic designer to produce visually appealing marketing materials.

DIGITAL ACCESSIBILITY ROLE:

Digital accessibility is an integral part of his job as a marketing specialist in the bank and is also included in his job description. Although the digital accessibility of all marketing materials is further checked within the Quality Assurance processes, where digital accessibility specialists are involved, it is Oliver's job to ensure that the content and materials he prepares are as accessible as possible to all beforehand. Whether the materials are to be printed or published online in PDF format, Oliver must ensure that they meet accessibility requirements. In the case of textual content to be published online, responsibility for final formatting and accessibility control rests with another team. The biggest challenge for Oliver in producing accessible content is balancing texts that need to be understandable for consumers, while still being within the boundaries of corporate technical terminology. Of course, digital accessibility is not solely Oliver's responsibility, but a joint effort between different teams in the company, supporting themselves and collaborating closely to ensure compliance with accessibility standards.

3.5 Persona 5: SOCIAL MEDIA MANAGER

Social media managers provide and maintain an interactive environment facilitated by applications such as social media, forums and wikis. They maintain the relations between different digital communities.

Alternative Labels: digital community manager, interactive media specialist, online community manager, online community specialist, online content and community manager, online reach out manager, social media specialist, social media strategist, etc...[5]

NAME: Tina

AGE: 30

EDUCATION: Master's degree in journalism

JOB TITLE: Social media manager

INDUSTRY: Business services (self-employed)

COUNTRY: Slovenia

CAREER BACKGROUND:

She started her business career as a journalist and continued as an editor of various magazines in the fields of tourism, children, and youth. As the readership of print magazines declined, she increasingly turned to digital marketing alongside her editorial work. Finally, she decided to pursue a freelance career as a social media manager and digital content creator.

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[5] ESCO database: online community manager

JOB PROFILE:

As a self-employed person, she works as a social media manager and as a digital content creator for various clients. Her work includes participation in meetings with clients, preparation of social media strategy and action plans according to the client's planned activities, and the creation of various content tailored to the different social media. Daily prepares posts for the various social media, answers on questions from followers, carries out advertising via social media, etc. On request, she also prepares SEO articles for the client's websites and helps with website optimisation.

DIGITAL ACCESSIBILITY ROLE:

Tina works with a variety of clients, most of whom are not even aware of the problems with the potential inaccessibility of social media posts. Some of them, the more aware ones, are already demanding that their social media posts be accessible to everyone. In her work, Tina tries to make all her posts, regardless of the client's requirements, as accessible as possible, avoiding images with text or, in such cases, adding text content. All videos are captioned and voice-over, as she recognises that this is important for users other than those with disabilities. In addition, she consistently updates her knowledge on ensuring accessibility across various platforms, adapting to the ever-evolving functionalities of these platforms.

3.6 Persona 6: JOURNALIST

Journalists research, verify and write news stories for newspapers, magazines, television, and other broadcast media. They cover political, economic, cultural, social and sport events. Journalists must conform to ethical codes such as freedom of speech and right of reply, press law and editorial standards in order to bring objective information.

Alternative Labels: business journalist, commentator, correspondent, crime journalist, financial journalist, investigative journalist, news anchor, news writer, political journalist, reporter, science journalist, sports journalist, web editor, etc...[6]

NAME: Peter

AGE: 38

EDUCATION: Master's degree in communication

JOB TITLE: Journalist

INDUSTRY: Media (news agency)

COUNTRY: Austria

CAREER BACKGROUND:

Peter started his career in journalism when he joined a news agency as a freelancer during his studies. Since joining the organisation, he has worked in various editorial departments, both in traditional news and multimedia, rising to the position of Head of Media Content.

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[6] ESCO database: journalist

JOB PROFILE:

As Head of Media Content, he is responsible for the new content formats that the agency is developing for digital channels. The agency's core mission is to provide reliable, truthful, unbiased news in a variety of formats such as text, images, video, and graphics, etc. to support both traditional and digital media. During the COVID-19 pandemic, the need for different news formats has increased enormously, and with it the number of news formats they produce on a daily basis.

DIGITAL ACCESSIBILITY ROLE:

At the news agency, Peter is responsible for the development and production of new news formats, thus making media content more accessible. These formats help media reach diverse audiences, including people with disabilities, youth, foreigners, and migrants. Many of the produced formats are particularly valuable to individuals with disabilities. One such product is, for example, the top daily news in an easy-to-read format. This news caters to roughly 30% of adults in Austria who need news text at a lower level of language to be able to understand it. Producing news in an easy-to-read format is quite challenging, as complex texts need to be simplified while maintaining journalistic impartiality and objectivity. Peter has gained this knowledge through self-education and years of experience, as he himself has a brother with disabilities.

4 Annex: Protocol for interviews with communication professionals

Basic information about the interviewee

Name of Interviewee:

Position/Job title:

Organisation/Company:

Industry:

Education:

Country:

Date of interview:

Notes:

- Introduce the project
- Explain the purpose of interview
- Record the content

Introduce the project

The project "ADORE: Accessibility in Digital Communication Higher Education Curricula" is co-founded by the ERASMUS+ programme of the European Union. The main objective of the project is to educate university teaching and training staff working in the field of communication on accessible content publishing and how to provide a more inclusive teaching experience for all students.

Explain the purpose of interview

In the project we are also focusing on establishing a link between the training on accessible communication and the existing demand for this type of role in the labour market. By highlighting the job roles that accessible communication specialists could have in the future job market using real people and their stories, we hope to create

realistic representations of the key audience segments that students studying accessible communication programs can enter into.

This interview will serve as the basis for preparing a story about your experience and opinions in the field of accessible communication.

Provide definitions

Accessibility: the extent to which products, systems, services, environments and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities to achieve identified goals in identified contexts of use.

Accessible content publishing: the generation of information that can be used by people from a population with the widest user needs, characteristics and capabilities. For example, deaf people need information in sign language and visually impaired people need auditive information.

PART one: Personal information

Q1: Could you tell me a little bit about yourself, your educational background and career path?

Supporting questions (use them only if needed): How did you get started in your career as a communication professional? Did you receive an education in the field of communication? Did you learn about digital accessibility, accessible communication at the university? Tell us about your previous jobs and experiences! What has been your educational path? What do you enjoy most about your work in communication?

Q1_1: How familiar are you with the concept of digital accessibility?

Supporting questions (use them only if needed): What is your knowledge level of digital accessibility? Where did you learn digital accessibility? Have you received any

specific training or education on digital accessibility (through your organization or through external sources)?

PART TWO: Company information

Q2: Can you briefly describe your company.

Supporting questions (use them only if needed): What you do? Who are your target groups? How many employees the company has?

Q2_1: Can you briefly describe the company culture and values.

Supporting questions (use them only if needed): What are the values of the company? What it's like to work there? How important is for the company to address the needs of various vulnerable groups? How the company addresses the needs of various vulnerable groups? How the company addresses the needs of people with disabilities in general and in their digital platforms (to make them more accessible)? Can you discuss any specific goals or objectives related to digital accessibility that you or your organization have set for the future?

PART THREE: Workplace & Department structure

Q3: Can you provide an overview of your organization's structure and how external communication is managed within the company?

Supporting questions (use them only if needed): Could you describe which departments are responsible for communication, which departments are responsible for digital communication (website, social media etc), how roles and responsibilities of different departments are divided and who they report to?

Q3_1: Can you tell us more about the department you belong to?

Supporting questions (use them only if needed): How many employees are in your department, what are main responsibilities of your department, what are responsibilities of your department related to digital communication?

PART FOUR: Job & Responsibilities (in general)

Q4: Can you tell me about your current job and your responsibilities?

Supporting questions (use them only if needed): What are some of the key responsibilities of your job? Can you share details about the typical projects or initiatives you lead or contribute to, and elaborate on your specific responsibilities that contribute to their success? What are your responsibilities within digital communication?

PART FIVE: Digital Accessibility

Q5: What role does digital accessibility play in your daily work as communication provider?

Supporting questions (use them only if needed): How important is the knowledge of digital accessibility in your daily work? What are some of the key benefits of incorporating digital accessibility into your work? Are there any formal regulations or internal requirements regarding digital accessibility that mandate its incorporation into your work?

Q5_1: In what ways do you incorporate digital accessibility into your work as a communication professional?

Supporting questions (use them only if needed): What are the most common tasks where you incorporate digital accessibility at your work? Can you give some examples of a recent projects or initiatives where you incorporated digital accessibility? Can you tell us what steps you took at recent projects or initiatives to ensure that digital accessibility was addressed effectively? What are some of the biggest challenges you face when it comes to incorporating digital accessibility into your work?

Q5_2: How do you measure the effectiveness of digital accessibility in your work?

Supporting questions (use them only if needed): Do you measure the effectiveness of digital accessibility in your work? What metrics or standards do you use? How is digital accessibility effectiveness evaluated and measured in your organization, and what are the metrics or standards used to gauge progress towards established goals?

Q5_3: Can you share any tips or best practices for other communication professionals who are looking to incorporate digital accessibility into their work?