MARGARET STANDING

FRACTIONAL COMMUNICATIONS EXECUTIVE



HR COMMUNICATIONS & EMPLOYEE ENGAGEMENT CAPABILITIES

Overview

I help HR and People teams communicate with clarity, empathy, and impact. With 25 years of experience in corporate communications and internal engagement, I support organizations in strengthening culture, navigating change, and building trust with employees at every level.
Whether you need steady fractional support or project-based help, I partner with HR leaders to translate strategy into clear, actionable communication employees understand — and feel.

How I Support HR Teams

Employee Engagement:

- Engagement campaigns
- Survey management and communications
- Values-based recognition and culture campaigns
- Annual giving report development

Employment Brand & Talent Communications

- Careers site and talent brand content
- Social content that supports recruiting
- Onboarding materials
- Culture storytelling for internal and external channels

Internal Communications:

- Internal messaging and editorial calendars
- Intranet content and architecture guidance
- Culture and HR program storytelling
- Talent, performance, and compensation program communications
- Employee event production

Change & Transformation Communication

- Restructuring, org changes, and leadership transitions
- HR policy updates and rollout plans
- Change frameworks

Executive Communications

- Messaging and scripts
- Leadership visibility campaigns
- Talking points, Q&As, and town hall materials
- Ghostwriting for internal updates, videos, and presentations

Engagement Options

Fractional Communications Support
Ongoing weekly or monthly partnership for HR and internal comms needs.
Project-Based Support
Ideal for launches, events, change initiatives, peak cycles, or storytelling assets.
Interim or Gap Coverage
Step-in support when teams are understaffed, hiring, or restructuring.

What You Can Expect

- A strategic partner who understands HR's pressures
- C-suite-ready writing
- Fast, dependable support especially during high-impact moments
- A collaborative extension of your team, not a vendor

Let's Strengthen Your Employee Experience
If you need communications that support culture, connection, and clarity, I'd love to help.

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