



CONTEXT COMMUNICATIONS

transforming ideas into words

Context Communications works with clients of all sizes and in all sectors to transform their ideas into impeccable, inspirational words. We craft written communications that let an organization's voice be heard and understood, clearly and distinctively, by its employees, customers, stakeholders and the marketplace.

If your resources are stretched and you would prefer to focus on your core competencies, turn to us to gain the advantage that consistent, compelling communications offer. We're an extra set of hands and an objective pair of eyes — skilled and committed to becoming knowledgeable about your objectives so that we can make a difference in the calibre and effectiveness of your communications.

As passionate advocates of writing that reflects the quality of the products and services you deliver, our structured communications gap analysis yields recommendations that are **actionable and aspirational**. We'll assess and advance your brand presence and value proposition, creating powerful messages for various media that inspire your audiences to understand and act.

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- writing, editing, proofreading
 - marketing collateral
 - web writing, including ghostwriting corporate blogs & social media updates
 - newsletters, brochures, fact sheets, white papers
 - magazine & journal articles
 - content audits, strategies and governance
 - internal and external communication plans
 - health & wellness promotion strategies
 - HR communications: engagement, organizational change & culture
 - product & service marketing campaigns
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Whether supplementing your internal resources or offering an outsourced option to manage overflow, execute targeted campaigns or handle emerging communications demands, we'll be there how and when you need us. You'll get no surprises, but you will get results: you have our word on it.

Like to learn more?

Jennifer Watson brings more than 20 years of marketing experience in corporate, not-for-profit and academic environments, including 12 years in workplace wellness and HR outsourcing. She combines business acumen, content strategy and best-practice writing and editing skills to help you take your communication strategies to the next level. To learn more:

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