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ISTC

Communicator

The Institute of Scientific and Technical Communicators
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Thayna describes her day-to-day in a techcomm

Inmarsat is the world leader in global, mobile satellite communications. For over 40 years, the company has been providing the world's most reliable satellite communication services, which save lives at sea, on land and in the air, support vital humanitarian work and deliver mission critical safety and operational applications to governments, commercial enterprises and communities, even in the remotest locations. Our customers come from many different sectors: Maritime, Aviation, Enterprise and Government.

I work for Inmarsat's Product Group division, and my routine varies according to the projects I am working on. Some of my work is done remotely as our organisation utilises online tools in a very efficient way, while some days I'm required to be in the office in person for face-to-face meetings and training.

I usually take the tube for part of my journey, then opt to walk around London's busy Eastern Central area on my way to the office. After sipping on a large cup of coffee because I'm caffeine powered, I'm ready to start the day. I check several communications tools like Outlook, Slack, Skype for Business, and Confluence to make sure I'm up to date with any important announcements, meetings and requests as each team collaborates in a particular way and is located in different time zones so flexibility is essential.

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I'm currently responsible for a few different work streams: 1. managing the governance of an internal process for the creation of cross-market commercially/legally significant product data sheets, 2. coordinating creation and updates of and strategy for product-related content on Inmarsat's intranet, 3. supporting the maintenance of technical service descriptions, and 4. collaborating with legal, commercial, product management and marketing teams on a daily basis to support my work on the aforementioned items. I also take part in side projects that involve user stories, product management, testing and the creation of internal and external user guides.

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Daily tasks and activities can range from:

- Meeting stakeholders to make sure we agree on the format, document type and copy for a specific guide.
- Agreeing on changes and updates based on feedback that generates different versions of a document.
- Spotting knowledge gaps, developing and delivering internal training sessions related to a process or a piece of content that is being designed.
- Attending WebEx calls to learn about other aspects of the business and what is being developed (new satellite launches come to mind!).
- Reading and learning about extremely technical products (Internet of Things, APIs, dual antennas, bandwidth and meet-me-points to name a few) and being able to contextualise and break concepts down to a more readable format.
- Creating writing guides and internal templates that support all stakeholders that do not work directly with content, so everyone is empowered to keep the same tone of voice, consistency and style.
- Creating FAQs for products that are going to be discontinued so the support team and account managers can scan through the most important questions customers may ask.
- Working with the Legal team so we can ensure most of our documents are written with generic terms that will preserve the content accuracy for longer.
- Checking website analytics to track usage-based data such as page views, engagement, bounce rate and improve SEO.
- Creating and updating processes using a business process modeller that stores our flows in the cloud.
- Working with iterative process improvement and problem solving techniques so our requests do not hit any snags and go smoothly.
- Brainstorming and agreeing on questions for external surveys so we can gain better understanding about our website and content from the reader's point of view.
- Finding time to network and get to know my workmates in lunches and team social events.
- 'Playing' with Flare, Tableau, Content Management Systems and any other tools that we start using.
- Attending internal and external conferences and meetings and sharing good practices with the team.

In my spare time I enjoy travelling, photography and exploring London. I also can't live without technology but as a book nerd I still appreciate the smell of a new book! C

Thayna Desmond is a Content Coordinator at Inmarsat, present in more than 40 countries and headquartered in the heart of London City.

Before that she was an advertising copywriter, wrote help pages for a leading email provider and contextualized product feedback in the tech industry.
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