



Australian Government

Department of Education, Employment and Workplace Relations

CSCORG502A Represent and promote the organisation

Revision Number: 2

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Modification History

CSCORG502A Release 2: Layout adjusted. No changes to content.
CSCORG502A Release 1: Primary release.

Unit Descriptor

This unit of competency describes the outcomes required to use a broad range of communication techniques to provide information and enhance the public image of the organisation with a range of professional networks outside the organisation. It includes representing the organisation, influencing others, liaising and negotiating to build and maintain networks.

This is a generic management unit that has been designed to allow significant contextualisation according to the requirements of the organisation, management structures and candidates' work roles and responsibilities.

Application of the Unit

This unit applies to candidates with both general and specialist competencies from a range of occupational areas.

In practice, representing and promoting the organisation may overlap with other generalist or specialist work activities such as using complex communication strategies, establishing and maintaining networks, contributing to the goals of the organisation, using resources, etc.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

1 Promote the organisation.

- 1.1 Use a ***range of strategies*** to promote a positive image of the organisation at every available opportunity.
- 1.2 Communicate issues, policies and practices effectively to a ***range of audiences*** in writing and orally.
- 1.3 Develop and distribute authoritative and specialist advice within the area of responsibility.

2 Influence others.

- 2.1 Design interpersonal communication to meet the needs of the audience and the objectives of the presentation.
- 2.2 Convey points of view and information that contribute to consensus in a positive manner.

3 Liaise and negotiate to achieve outcomes.

- 3.1 ***Negotiate effectively*** to achieve the determined objectives of the communication.
- 3.2 Use conflict-resolution techniques effectively to ensure positive outcomes for participants.
- 3.3 Identify and involve appropriate ***key people*** in achieving outcomes.

4 Build and maintain networks.

- 4.1 Develop and maintain ***networks*** and work relationships to provide identifiable benefits to organisation, clients and self.
- 4.2 Identify and maintain contact with formal and informal networks to assist in achieving determined outcomes.
- 4.3 Apply appropriate time and effort in establishing and maintaining networks to ensure their effectiveness in meeting determined outcomes.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

Required skills:

- applying legislation, regulations and organisational policies, procedures and practices relating to representing and promoting the organisation, including protocols for maintaining networks
- using effective communication techniques especially related to public presentations, giving and receiving feedback, designing promotional material, maintaining effective relationships and managing conflict
- using problem solving and negotiation to manage contingencies and achieve mutually acceptable outcomes
- responding to diversity, including gender and disability
- preparing general information and papers according to target audiences
- proofreading and editing to ensure clarity of meaning, conformity to organisational requirements, and accuracy and consistency of information
- applying procedures relating to occupational health and safety in the context of internal and external networking.

Required knowledge:

- legislation, regulations, policies and procedures relating to the protocols and guidelines for representing and promoting the organisation
- Environmental or sustainability legislation, regulations and codes of practice applicable to industry
- principles of effective communication in relation to listening, questioning and non-verbal communication
- a range of complex written communication techniques and their principles
- principles and techniques for building relationships of trust, including with people from different cultures
- techniques and strategies for preparing and presenting information to promote the organisation
- public and political context of the organisation and its services
- key people inside and outside the organisation who have an impact on its culture, services, resources and policies.

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment

This unit can be assessed off the job, for example in a structured training program applying the context of the organisation and the work role. It will be more effectively and economically assessed through evidence provided in routine work practice and across a range of applications relevant to the industry, professional programs and services, the wider community and general management.

Assessment should include the opportunity to demonstrate evidence from work in the wider community. Evidence should be gathered over time in a range of contexts to ensure the candidate can achieve the unit outcome and apply the competency in different situations or environments.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

In addition to integrated demonstration of the elements and their related performance criteria, look for evidence that confirms:

- the knowledge requirements of this unit
- the skill requirements of this unit
- application of employability skills as they relate to this unit
- representing and promoting the organisation in a range of (two or more) contexts or occasions, over time.

Context of and specific resources for assessment

Valid assessment of this unit requires:

- a workplace environment or one that closely resembles normal work practice and replicates the range of conditions likely to be encountered when representing and promoting the organisation, and building and maintaining networks, including coping with difficulties, irregularities and breakdowns in routine
- copies of legislation, policies, procedures and guidelines relating to protocols for representing and promoting the organisation
- access to appropriate learning and assessment support when required.

Method of assessment

Evidence must include observation and information generated in the workplace as well as observation of performance in routine work functions or, where this is not possible, in a simulated exercise.

The following assessment methods are suggested:

- observation of performance in routine workplace activities within a range of agreed responsibilities and in various work locations
- written and/or oral questioning to assess knowledge and understanding
- completion of workplace documents and reports produced as part of routine work activities
- third-party reports from experienced practitioners
- completion of performance feedback from supervisors and colleagues
- case studies
- scenarios
- simulations or role plays.

Guidance information for assessment

Assessment methods should reflect workplace demands, and any identified special needs of the candidate, including language and literacy implications and cultural factors that may affect responses to the questions.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below. Add any essential operating conditions that may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts.

Range of strategies to promote the organisation may include:

- attending or speaking at meetings, seminars and conferences
- association membership
- public and specially-targeted presentations
- public promotions
- providing tailored information
- explaining mission, goals and objectives in ways suited to the diversity of the audience
- consulting and advising
- chairing meetings
- briefings
- interviews.

Range of audiences may include:

- work team
- suppliers
- formal and informal groups
- internal and external customers
- government agencies
- professional and occupational associations
- project-specific consultative or reference groups
- committees, such as advisory committees
- lobby groups
- local inter-agency groups
- specific interest or support groups.

Negotiate effectively may include the use of:

- assertiveness
- collaboration
- solution designing
- confidence building
- conflict reduction
- stress management
- mediation
- empathising.

Key people may include:

- officers from government organisations
- ministerial advisers
- community members

Networks may include:

- council members
- industry representatives
- members of professional associations
- international associations.
- formal or informal networks
- circulation lists
- bulletin boards
- virtual communities, such as e-networks
- mailing lists.

Unit Sector(s)

Organisational administration and management.

Competency field

Not applicable.