Australian Government

BSBPUB403 Develop public relations documents

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to design, produce and edit public relations documents for various target audiences, and to evaluate their effectiveness in the marketplace.

It applies to individuals who would usually work as part of a public relations campaign team and who analyse and evaluate information from a variety of sources. In this role, individuals use well-developed advertising skills and a broad knowledge base.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Public Relations

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Research appropriate public relations documents	1.1 Research previous communication documents for tone, content and style 1.2 Research previous communication media and media distribution channels using appropriate methods 1.3 Research and analyse existing evaluation data 1.4 Conduct research about target public, clients or relevant organisations
2. Plan production of communication document	2.1 Identify and segment the target public 2.2 Identify and agree upon communication objectives, messages

ELEMENT	PERFORMANCE CRITERIA
	and processes with other team members or supervisors in accordance with organisation procedures
	2.3 Ensure communication message is aligned to the organisation's strategic objectives and operational plans
	2.4 Identify and gain agreement on appropriate communication media and media channels to communicate message
	2.5 Identify and agree upon processes to test the success of planned public relations communications
	2.6 Determine outsourcing resources, and provide input into developing timelines and costs
	2.7 Identify legal and ethical constraints impacting on communicating message
3. Create and edit public relations documents	3.1 Design and write communication documents which align with the organisation's objectives and effectively communicate issues, policies and practices of the organisation to target audiences
	3.2 Scan documents to ensure compliance with legal and ethical requirements and proofread to identify and correct errors
	3.3 Assess appropriateness of the style and tone of text for the target public and carry out structural editing to ensure the document flows logically
	3.4 Edit the document to ensure its scope and format is in accordance with the organisation's strategic communications plan and complies with house style
	3.5 Seek feedback from appropriate personnel on content of public relations documents following proofreading
	3.6 Test document and amend it in response to feedback
	3.7 Determine and agree upon modifications and incorporate into final draft
4. Implement and evaluate public relations documents	4.1 Forward any required document to outsourced resources within scheduled timelines
	4.2 Distribute document in accordance with scheduled timelines using appropriate public relations publications to communicate and promote the goals of the organisation
	4.3 Gather feedback and regularly monitor the effectiveness of distributed documents using appropriate evaluation methods
	4.4 Evaluate results of public relations documents against communication, organisation and/or client objectives
	4.5 Record and file evaluation results and any improvement

ELEMENT	PERFORMANCE CRITERIA
	recommendations for future reference

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.1-2.7, 3.1-3.6, 4.2-4.4	• Interprets and analyses information from a range of sources • Checks workplace documentation for clarity, accuracy, compliance with house style and legislative, regulatory and ethical requirements
Writing	2.2, 2.4, 2.5, 3.1-3.7, 4.5	• Uses clear, accurate and relevant language to record information • Develops and completes documents in a range of styles and tones suitable to different audiences and contexts
Oral Communication	2.2, 2.4, 2.5, 3.5, 3.7, 4.3	• Articulates information clearly using language and features appropriate to the audience • Employs active listening and questioning techniques to clarify information and confirm understanding
Numeracy	2.6	• Interprets numerical information and makes basic calculations to determine outsourcing expenditure and workplace scheduling
Navigate the world of work	2.2, 2.3, 2.7, 3.1, 3.2, 4.2, 4.4	• Understands organisational goals and adheres to implicit and explicit organisation policies and procedures • Identifies the implications of ethical, legal and regulatory responsibilities related to own work
Interact with others	2.2, 2.4-2.6, 3.1, 3.5, 4.1-4.3	• Actively identifies the requirements of important communication exchanges, selecting appropriate channels, format, tone and content to suit purpose and audience • Collaborates with others as part of familiar routine activities
Get the work done	1.3, 2.1, 2.2, 2.4-2.7, 3.1, 3.2, 3.3, 3.4,	• Takes responsibility for planning, sequencing and prioritising tasks and own workload to meet timelines and achieve outcomes

	3.6, 3.7, 4.1-4.3, 4.5	• Analyses relevant information to make decisions directly related to role • Monitors outcomes, considering results from a range of perspectives, and identifies key concepts and principles that could be improved in future situations • Uses digital applications to record, store, retrieve and share documents

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBPUB403 Develop public relations documents	BSBPUB403A Develop public relations documents	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10