BSBPUB501 Manage the public relations publication process

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 manage the design, production, implementation and evaluation of public relations publications in accordance with organisational requirements.

It applies to individuals who possess a sound theoretical knowledge base in advertising management and demonstrate a range of managerial skills to ensure that advertising functions are effectively conducted in an organisation or business area. In this role, individuals may either manage the publication process independently or coordinate the activities of people working under their supervision.

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 publication requirements and segment target audience	1.1 Prepare a public relations research brief that specifies the research objectives, methodology, time schedule and budget
	1.2 Consider the internal and external factors that may impact on the effectiveness of a public relations publication
	1.3 Assess primary and secondary research methods for their capacity to provide information on publications requirements and market segments
	1.4 Evaluate and choose criteria to use in segmenting the audience

ELEMENT	PERFORMANCE CRITERIA
	in accordance with the public relations brief
	1.5 Define the target audience in terms of prospective readers of the publications
	1.6 Ensure the target audience profile meets organisational requirements in terms of level and style of language usage, format, content and level of detail
2. Plan public relations publications	2.1 Ensure publication purpose is consistent with the organisation's mission, vision and corporate values
	2.2 Identify, obtain agreement on and document publication objectives and central message consistent with messages in other organisational publications
	2.3 Select team members according to skill and knowledge requirements
	2.4 Develop and obtain agreement on budgets and schedules with relevant stakeholders
	2.5 Identify appropriate suppliers of goods and services and obtain quotations as required
	2.6 Develop criteria to test and evaluate the success of the publication
3. Develop and evaluate public relations publications	3.1 Design and write publication text in accordance with communication objectives and house style
	3.2 Check readability of material to ensure it is aligned to the target audience's reading levels
	3.3 Test document with relevant stakeholders and incorporate findings in the final publication
	3.4 Ensure publications, including any changes, comply with legal and ethical requirements
	3.5 Select and contract suppliers to complete publication production processes
	3.6 Distribute publication according to public relations plan
	3.7 Evaluate aspects of the publication in line with stakeholder feedback and against evaluation criteria

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	1.3, 1.4, 1.6, 2.1, 2.2, 2.5, 3.1, 3.2, 3.4, 3.6, 3.7	• Gathers and analyses textual information from a range of sources and identifies relevant and key information • Assesses workplace documentation for clarity and accuracy to comply with house style and agreed communication objectives
Writing	1.1, 1.5, 2.2, 2.4, 2.6, 3.1, 3.3	• Uses clear, accurate and engaging language to develop research briefs and materials in a range of styles for various audiences
Oral Communication	2.2, 2.4, 3.3	• Employs listening and questioning techniques and negotiation skills to clarify information and confirm understanding • Clearly articulates instructions and information using language and features suitable for diverse audiences
Numeracy	1.1, 2.4, 2.5	• Uses basic mathematical formula to calculate whole numbers and decimals to determine suppliers' costs, project budgets and projected schedules
Navigate the world of work	1.2, 1.6, 2.1, 2.2, 3.1, 3.4	• Understands organisational goals and adheres to implicit and explicit organisation policies and procedures • Identifies the implications of legal and regulatory responsibilities related to own work
Interact with others	2.2, 2.4, 2.5, 3.3, 3.5	• Actively identifies the requirements of important communication exchanges, selecting appropriate channels, format, tone and content to suit purpose and audience and monitoring impact • Collaborates with others to achieve joint outcomes, playing an active role in facilitating effective group interaction
Get the work done	1.1-1.4, 2.2-2.6, 3.1, 3.3, 3.5-3.7	• Coordinates and sequences tasks to ensure timelines are met and work flows efficiently • Analyses relevant information to make decisions about staffing, contractors, market segments and target audiences • Evaluates results to identify whether objectives

		have been met
		• 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
BSBPUB501 Manage the public relations publication process	BSBPUB501A Manage the public relations publication process	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