



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBPUB403A Develop public relations documents**

**Revision Number: 1**

## BSBPUB403A Develop public relations documents

### Modification History

Not applicable.

### Unit Descriptor

<b>Unit descriptor</b>	<p>This unit describes the performance outcomes, skills and knowledge required to design, produce and edit public relations documents for various target audiences, and to evaluate their effectiveness in the marketplace.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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### Application of the Unit

<b>Application of the unit</b>	<p>This unit applies to individuals working in public relations roles who are required to develop various marketing communication documents. Typically they would do this as part of a team working on a public relations campaign.</p>
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### Licensing/Regulatory Information

Not applicable.

### Pre-Requisites

<b>Prerequisite units</b>		

## Employability Skills Information

<b>Employability skills</b>	This unit contains employability skills.
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## Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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## Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Research appropriate public relations documents	1.1. Research <i>previous communication documents</i> for tone, content and style 1.2. Research previous <i>communication media</i> and media distribution channels using <i>appropriate methods</i> 1.3. Research and analyse existing evaluation data 1.4. Conduct research about <i>target public</i> , clients or relevant organisations
2. Plan production of communication document	2.1. Identify and segment the <i>target public</i> 2.2. Identify and agree upon communication objectives, messages and processes with other team members or supervisors in accordance with organisational procedures 2.3. Ensure communication message is related to organisational strategic objectives and operational plans 2.4. Identify and gain agreement on appropriate <i>communication media</i> and media channels to send communication 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 <i>legal and ethical constraints</i> impacting on communication message
3. Create and edit public relations documents	3.1. Design and write <i>communication</i> documents in accordance with organisational objectives which effectively communicate issues, policies and practices of the organisation to target audiences 3.2. Scan documents to ensure compliance with <i>legal and ethical requirements</i> and proofread to identify and correct errors 3.3. Assess appropriateness of the style and tone of text for the <i>target public</i> and carry out structural <i>editing</i> to ensure the document flows logically 3.4. <i>Edit</i> 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 <i>appropriate personnel</i> on content of public relations documents following

ELEMENT	PERFORMANCE CRITERIA
	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 <i>appropriate evaluation methods</i> 4.4. Evaluate results of public relations documents against communication, organisational or client objectives 4.5. Record and file evaluation results and any improvement recommendations for future reference

## Required Skills and Knowledge

### REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

#### Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- information management skills to retrieve, record and store public relations documents
- literacy skills sufficient to write public relations documents in a range of styles and tones for a range of target publics and audiences
- organisational and time-management skills to sequence tasks and meet timelines
- research and data collection skills to analyse previous communication documents and to identify relevant information relating to the client, target public, audience and organisation
- technology skills to use a range of office equipment such as computers and software such as word processing.

#### Required knowledge

- current issues or trends which affect the public relations industry
- overview knowledge of key provisions of relevant legislation from all levels of government, codes of practice and national standards that affect business operations, such as:
  - anti-discrimination legislation and principles of equal opportunity, equity and diversity
  - copyright
  - defamation and libel laws
  - ethical principles such as those outlined in the Public Relations Institute of Australia Code of Ethics and the Australian Journalists Association Code of Ethics
  - marketing codes of practice and conduct such as the Australian Direct Marketing Association (ADMA) Code of Practice
  - privacy laws
  - TradePracticesAct1974 (Cth)
- industry structures, networks within the public relations industry
- organisational and client operating environments, structures and business and marketing plans
- principles and practices of marketing communications and media strategies.

## Evidence Guide

<b>EVIDENCE GUIDE</b>	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
<b>Overview of assessment</b>	
<b>Critical aspects for assessment and evidence required to demonstrate competency in this unit</b>	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> <li>researching, designing, developing, testing, implementing and evaluating a range of public relations documents intended to communicate different concepts to for different audiences.</li> </ul>
<b>Context of and specific resources for assessment</b>	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> <li>access to office equipment and resources.</li> </ul>
<b>Method of assessment</b>	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> <li>assessment of examples of public relation documents</li> <li>demonstration of document testing techniques</li> <li>direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate</li> <li>oral or written questioning</li> <li>review of authenticated documents from the workplace or training environment</li> <li>review of testimony from team members, colleagues, supervisors or managers.</li> </ul>
<b>Guidance information for assessment</b>	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> <li>BSBPUB402A Develop public relations campaigns</li> <li>other marketing or public relations units.</li> </ul>

## Range Statement

### 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, if used in the performance criteria, is detailed below. 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) may also be included.

<p><b><i>Previous communication documents</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• annual reports</li> <li>• brochures</li> <li>• community service announcement scripts for radio or television</li> <li>• direct mail letters</li> <li>• flyers</li> <li>• media releases</li> <li>• newsletters</li> <li>• position papers</li> <li>• press kits</li> <li>• speeches</li> <li>• organisational, marketing and public relations strategic plans</li> </ul>
<p><b><i>Communication media</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• biographical sketches</li> <li>• brochures</li> <li>• direct mail letters</li> <li>• fact sheets</li> <li>• flyers</li> <li>• media releases</li> <li>• position papers</li> <li>• speeches</li> </ul>
<p><b><i>Appropriate methods</i></b> may include:</p>	<ul style="list-style-type: none"> <li>• content analysis</li> <li>• focus groups</li> <li>• interviews</li> <li>• secondary resource information</li> <li>• surveys</li> </ul>
<p><b><i>Target public</i></b>, as the audience for the communication, may include:</p>	<ul style="list-style-type: none"> <li>• community groups</li> <li>• contractors</li> <li>• general public</li> <li>• government departments</li> <li>• industry associations</li> <li>• investors</li> </ul>



<b>RANGE STATEMENT</b>	
	<ul style="list-style-type: none"> <li>• management</li> <li>• media</li> <li>• organisations</li> <li>• politicians</li> <li>• public service</li> <li>• staff</li> <li>• unions</li> </ul>
<i>Legal and ethical constraints</i> may include:	<ul style="list-style-type: none"> <li>• codes of practice, codes of ethics</li> <li>• cultural expectations and influences</li> <li>• ethical principles</li> <li>• relevant legislation</li> <li>• policies and guidelines</li> <li>• regulations</li> <li>• social responsibilities such as:               <ul style="list-style-type: none"> <li>• protection of children</li> <li>• environmental issues</li> </ul> </li> <li>• societal expectations</li> </ul>
<i>Editing</i> may include:	<ul style="list-style-type: none"> <li>• checking for consistency with house style</li> <li>• detailed editing to ensure material expresses author's meaning clearly without gaps of contradictions</li> <li>• substantive editing to improve the overall presentation of material through rewriting and rearranging material</li> </ul>
<i>Appropriate personnel</i> may include:	<ul style="list-style-type: none"> <li>• clients</li> <li>• team members and colleagues</li> <li>• managers</li> <li>• senior managers</li> <li>• supervisors</li> <li>• test groups</li> </ul>
<i>Appropriate evaluation methods</i> may include:	<ul style="list-style-type: none"> <li>• content analysis</li> <li>• focus groups</li> <li>• surveys</li> </ul>

## Unit Sector(s)

<b>Unit sector</b>	
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## Competency field

<b>Competency field</b>	Business Development - Public Relations
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## Co-requisite units

<b>Co-requisite units</b>		