CUVPUB501A Develop and manage public relations strategies

Release: 1

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Modification History

Version	Comments
CUVPUB501A	This version first released with *CUV11 Visual Arts, Craft and Design Training Package version 1.0*

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to develop and implement plans for public relations activities within an organisation.

Application of the Unit

The skills and knowledge outlined in this unit are relevant to owner/managers of small businesses, departmental managers within organisations and marketing personnel.
At this level individuals are working independently and are expected to apply theoretical concepts in a broad range of contexts, which involve contingency planning and devising solutions to unpredictable problems.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
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

1. Generate organisational identity consistent with organisation's vision	1.1 Collect and analyse *internal and external information* relevant to the development of *public relations strategies*
	1.2 Review the organisation's core activities, business values and current business direction to identify potential *images and messages*
	1.3 Identify and consult with key *stakeholders* about public relations issues
2. Prepare public relations plans or strategies	2.1 Identify *target groups* for public relations activities
	2.2 Identify and select strategies that enhance and promote the organisation's identity to target groups
	2.3 Identify and plan for the range of *potential situations* and reactions to which the organisation may need to respond
	2.4 Incorporate *legal and ethical considerations* into the planning process
	2.5 Provide timely opportunities for colleagues to contribute to public relations planning
	2.6 Negotiate changes to plans as required
	2.7 Submit public relations plans for approval according to organisational policy as required
3. Manage the implementation of public relations plans	3.1 Define and clearly communicate all *aspects* of public relations plans to others involved in the public relations activities
	3.2 Implement and monitor actions detailed in plans and take action to rectify anything that has the potential to impact negatively on activities
	3.3 Produce public relations reports according to organisational policy
	3.4 Share public relations information with colleagues to maintain awareness of current direction and priorities of organisation
4. Evaluate and review public relations plans	4.1 Establish appropriate *mechanisms* to obtain feedback about public relations activities and strategies
	4.2 Evaluate *public relations activities* using agreed methods and benchmarks
	4.3 Make adjustments according to feedback and evaluation
	4.4 Communicate and implement agreed changes

Required Skills and Knowledge

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

Required skills

- communication skills to:
  - relate to people from diverse backgrounds and people with diverse abilities
  - discuss issues around public relations activities with a range of stakeholders
  - negotiate changes to public relations strategies in a constructive manner
  - brief colleagues about public relations activities
- initiative and enterprise skills to:
  - devise public relations activities that best suit target groups
  - anticipate and manage risks to public relations activities
- literacy skills to:
  - interpret a range of complex material
  - write reports and strategic materials
- planning and organising skills to:
  - organise information in a logical way when producing public relations plans and reports
  - manage projects and processes
- research skills to obtain necessary background information to assist with the development of public relations plans and strategies
- technology skills to:
  - use a range of office equipment and software to produce public relations plans and reports
  - make effective use of the internet for research purposes.

Required knowledge

- public relations context for the organisation, including ways in which similar organisations generate and promote their identity
- ways in which public relations link to other aspects of marketing and management
- issues and challenges that can arise in the context of developing and managing public relations strategies
- structure and functions of a range of print and electronic media
- planning techniques and formats in relation to public relations
- formats, features and uses of different public relations resources
- legal issues that specifically impact on public relations practice
- intellectual property issues and legislation that impact on public relations activities.

Evidence Guide

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.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • develop a public relations plan for a specific organisation or area of an organisation • work collaboratively with others on the development and implementation of public relations activities • apply knowledge of public relations protocols, resources and activities.
Context of and specific resources for assessment	Assessment must ensure access to: • an organisation for which public relations activities could be planned • materials, resources and equipment needed to research public relations campaigns and media opportunities.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • evaluation of a public relations plan developed by the candidate • role play or simulation and practical activities to assess candidate's consultation and communication skills and ability to interact with the media • questioning and discussion about case studies, plans and strategies • review of portfolios of evidence • review of third-party reports from experienced practitioners. Assessment methods should closely reflect workplace demands (e.g. literacy) and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties, such as speakers of languages other than English, remote communities and those with interrupted schooling).
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

Internal and external information may relate to:	• business plans • community activities • competitor organisations • current industry trends and developments • current market conditions • financial plans • government activities • legal environment • marketing plans.
Public relations strategies may be for:	• a department • a program of events • a single event • a specific product or service • an organisation.

Images and messages may relate to:	• nature of products and services:
	  • exhibitions
	  • performances
	  • sale
	• operational style:
	  • efficient
	  • ethical
	  • fair
	  • responsive
	• relationship to public:
	  • leading edge
	  • responsive
	• service provision:
	  • access
	  • hours of operation
	  • range of facilities
	  • services
	• stylistic direction:
	  • classical

	- contemporary - folk - indigenous - innovative - international - track record of organisation - visual identity: - colour - logo - public appearance - signage.
Stakeholders may include:	- funding bodies - patrons - promoters - representatives from boards and committees associated with organisation - sponsors - staff - visitors.
Target groups may include:	- audiences - event organisers - funding bodies - media representatives: - directors - journalists - editors - producers - patrons - promoters - related businesses - sponsors - staff - suppliers - vendors - visitors - volunteers.
Potential situations may include:	- capitalising on favourable publicity - minimising the impact of unfavourable press - responding to unforeseen operational issues, such as: - accidents

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	• shortages • unprecedented or overwhelming support or attendance.
Legal and ethical considerations may relate to:	• codes of practice • cultural expectations and influences • legislation • social responsibilities.
Aspects may include:	• budgets • priorities • responsibilities • risks • target groups • timelines.

Feedback *mechanisms* may include:	• consultation with colleagues
	• direct questioning
	• formal/written feedback
	• measurements of level of support:
	  • attendance
	  • patronage
	  • sponsorship
	• media monitoring.

Public relations activities may relate to:	• charitable support • cocktail parties • direct advertising • gifts • guest appearances • launches • membership and loyalty programs • openings • sponsorship • websites.

Unit Sector(s)

Business development – public relations