



Australian Government

BSBMKG628 Lead organisational public relations

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to lead public relations in an organisation by developing and implementing plans to improve public relations policies and procedures and evaluate performance.

The unit applies to individuals who are managers with responsibilities that extend across the organisation or across significant parts of a large organisation. They may have a dedicated role in public relations or work in a public relations policy area.

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

Unit Sector

Technical Skills – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify organisational public relations	1.1 Research organisational best practice in area of public relations 1.2 Review existing organisational public relations policies and procedures according to legislative, ethical and organisational requirements 1.3 Identify public relations gaps and areas for improvement in existing policies and procedures according to best practice and legislative and ethical requirements 1.4 Develop plan and update organisational policies and procedures 1.5 Address best practice in consultation with relevant

ELEMENT	PERFORMANCE CRITERIA
	stakeholders according to organisational policies and procedures
2. Promote public relations in organisation	2.1 Implement public relations processes in consultation with relevant personnel 2.2 Evaluate and address opportunities to improve existing public relations processes in consultation with team 2.3 Provide support to relevant team members
3. Monitor public relations	3.1 Seek feedback from clients and internal personnel on opportunities for improvement to organisational public relations processes 3.2 Evaluate performance of public relations processes against organisational public relations objectives 3.3 Document feedback on public relations changes according to organisational policies and procedures

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Learning	Actively looks for and accepts ways to maintain and improve own skills and performance
Reading	Evaluates and integrates facts and ideas to construct meaning from a range of text types
Writing	- Records information according to organisational requirements - Composes and edits texts, selecting appropriate vocabulary and structure for audience and purpose
Teamwork	Collaborates and cooperates with others, playing an active role in leading and facilitating effective group interaction and influencing direction
Self-management	- Makes high-level decisions related to the achievement of organisational goals - Identifies and complies with ethical and other organisational responsibilities - Accepts responsibility for planning and sequencing complex tasks and workload of self and others - Identifies systems, devices and applications with potential to meet current or future needs
Planning and	Uses systematic, analytic processes in complex, non-routine

Skill	Description
organising	situations, setting goals, designing strategies, gathering relevant information and evaluating options to inform decision-making • Sequences and schedules complex activities of self and others and manages relevant communication • Uses formal and informal processes to monitor implementation of public relations systems, reflect on outcomes and then take appropriate action when required

Unit Mapping Information

No equivalent unit. New unit.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>