



Australian Government

BSBPUB502 Develop and manage complex public relations campaigns

Release: 1

BSBPUB502 Develop and manage complex public relations campaigns

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 develop and implement multifaceted and potentially ongoing public relations campaigns. It builds upon the skills and knowledge acquired in the unit BSBPUB402 Develop public relations campaigns.

It applies to individuals working in senior roles who possess sound theoretical business skills and knowledge and who often have substantial experience and are seeking to further develop their skills across a wide range of business functions.

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
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Interpret a complex public relations campaign brief	1.1 Identify the primary objective of a complex public relations campaign brief 1.2 Identify the campaign's messages, strategies, roles and responsibilities, resource requirements including budget, timing and evaluation measures 1.3 Identify legal and ethical constraints in relation to the brief
2. Identify and evaluate options for a complex	2.1 Analyse information about the target public and their attributes, and the public relations environment

ELEMENT	PERFORMANCE CRITERIA
public relations campaign	2.2 Identify and evaluate a range of options for message concepts using appropriate methods 2.3 Identify, access and select media appropriate to the target public and the campaign objectives 2.4 Ensure selected media enables reach and frequency requirements to be met within budget 2.5 Consult media directories to ensure that enlisted journalists and any other personnel are the most appropriate for the campaign 2.6 Ensure selected media meets media operational requirements 2.7 Ensure selected media meets legal and ethical requirements 2.8 Identify requirements for external suppliers and engage or contract these resources where required
3. Prepare public relations campaign plans	3.1 Scope, plan and document a complex public relations campaign and its approach to suit client requirements 3.2 Seek quotations from suppliers for materials and evaluate against budgetary requirements or constraints 3.3 Determine and agree on budget 3.4 Determine and agree on timing and schedules 3.5 Identify potential sources of risk and develop and document appropriate control mechanisms 3.6 Produce plans on time 3.7 Finalise plan, ensuring it complies with organisational, client, professional and legal requirements
4. Implement public relations campaign plans	4.1 Implement and regularly monitor public relations plan 4.2 Identify, agree on and implement any changes to the plan 4.3 Complete planning and implementation activities on time

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
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Reading	1.1-1.3, 2.1-2.8, 3.1, 3.7, 4.1, 4.2	Interprets, analyses and synthesises complex information from various sources
Writing	2.8, 3.1-3.5, 3.7, 4.2	Uses clear, engaging and persuasive language to produce documentation in a range of styles for different audiences and contexts
Oral Communication	2.8, 3.2-3.4, 4.2	- Clearly articulates instructions and information using appropriate language and features for various audiences - Employs listening and questioning techniques to confirm understanding
Numeracy	1.2, 2.4, 3.2-3.4	Uses mathematical formula to calculate whole numbers and decimals to determine work schedules and budgetary requirements
Navigate the world of work	1.3, 2.7, 2.8, 3.7	Complies with organisational, legal and ethical requirements relevant to own role
Interact with others	3.2-3.4, 4.2	- Selects the appropriate form, channel and mode of communication for a specific purpose relevant to own role - Collaborates with others to negotiate agreement on plans
Get the work done	1.1, 1.2, 2.1-2.4, 3.1, 3.3-3.6, 4.1-4.3	- Prioritises and sequences work plans to ensure work deadlines are met - Analyses options to make decisions related to campaign - Anticipates potential risks and formulates contingency plans to deal with them - 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
BSBPUB502 Develop and manage complex public relations campaigns	BSBPUB502A Develop and manage complex public relations campaigns	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>

Assessment Requirements for BSBPUB502 Develop and manage complex public relations campaigns

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Performance Evidence

Evidence of the ability to:

- prepare a complex public relations campaign plan containing the organisation's objectives, messages and strategies, risk assessment, roles and responsibilities, scheduling, budgetary and resource requirements
- engage external suppliers where appropriate
- implement a complex public relations campaign effectively
- monitor the success of campaign.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- summarise key provisions of relevant legislation, codes of practice and national standards that affect public relations
- outline a range of media vehicles and explain the factors to consider before using them
- describe techniques for managing complex public relations projects
- explain techniques used to identify and manage risks.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the public relations field of work and include access to:

- office equipment and resources
- examples of public relations communication documents
- case studies and, where possible, real situations

- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

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