



Australian Government

Department of Education, Employment and Workplace Relations

BSBPUB501A Manage the public relations publication process

Revision Number: 1

BSBPUB501A Manage the public relations publication process

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to manage the design, production, implementation and evaluation of public relations publications in accordance with organisational requirements. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals working in a public relations role who are responsible for managing publication of public relations documents for a campaign. They may either manage the publication process independently or coordinate the activities of people working under their supervision.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	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 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 the effectiveness of 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 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 organisational mission, vision and corporate values 2.2. Identify, agree upon 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 agree upon 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 geared to the target audience's reading levels 3.3. Test document with relevant stakeholders and incorporate findings into 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

ELEMENT	PERFORMANCE CRITERIA
	production processes 3.6. Distribute publication according to public relations plan 3.7. Evaluate <i>aspects</i> of the publication in line with stakeholder feedback and against evaluation criteria

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- culturally appropriate communication and negotiation skills to relate to people from diverse backgrounds and people with diverse abilities, to liaise effectively with team members and consult with external suppliers
- literacy skills to write a range of documents containing complex ideas in a readable and engaging style appropriate to suit a range of audiences
- organisational, project management and time management skills to ensure publications are ready and distributed on time
- research and evaluation skills to segment and profile target audiences of public relations communications
- technology skills to use a range of office equipment and software applications.

Required knowledge

- 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 the principles of equal opportunity, equity and diversity
 - copyright
 - defamation and libel
 - 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 Limited (ADMA) Direct Marketing Code of Practice
 - privacy laws
 - TradePracticesAct1974 (Cth)
- principles and practices of the media and printing industries.

Evidence Guide

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 following is essential: developing and implementing at least one complex public relations publication in accordance with the publication deadline.
Context of and specific resources for assessment	Assessment must ensure: - access to office equipment and resources - access to examples of previous related public relations documents.
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: - assessment of written reports on public relations publication - assessment of examples of publications developed - demonstration of how the techniques used to manage a team and external suppliers - direct questioning with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate - observation of presentations prior to, during and after completion of publication process - oral or written questioning - review of authenticated documents from the workplace or training environment - review of testimony from team members, colleagues, supervisors or managers.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: - BSBPUB502A Develop and manage complex public relations campaigns - BSBPUB503A Manage fundraising and sponsorship activities

EVIDENCE GUIDE

- marketing units
- advertising media units
- other public relations units.

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.	
Internal factors may include:	- organisational communication history - organisational policies - organisational procedures - perceptions and actions of key internal stakeholders
External factors may include:	- community expectations - external stakeholder perceptions - legislative requirements - prevailing social and economic trends
Primary research methods may include:	- interviews - observation - questionnaires - SWOT analysis
Secondary research methods may include:	- annual reports - customer complaints records - employee complaints records - newsletters - personal contacts - sales reports
Criteria may include:	- attitudes - demographics - psychographics - sociography - values
Publication purpose may include:	- communicating a message to a target audience - differentiating organisational features - promoting business policies - promoting the image - providing information
Suppliers may include:	- contractors - external editors - media companies

RANGE STATEMENT	
	• printers • promotion agencies • publishers • web designers
Legal and ethical requirements may include:	• community standards • cultural expectations and influences • ethical principles • industry codes of conduct • legislation • regulations • society's expectations
Aspects may include:	• appeal • credibility • impact • capacity to arouse interest • language style • message clarity

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Public Relations
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Co-requisite units

Co-requisite units		

