



Australian Government

Department of Education, Employment and Workplace Relations

BSBPUB502A Develop and manage complex public relations campaigns

Revision Number: 1

BSBPUB502A Develop and manage complex public relations campaigns

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop complex and potentially on-going public relations campaigns. It builds upon the skills and knowledge acquired in the unit BSBPUB402A Develop public relations campaigns. 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 senior public relations roles who are primarily responsible for the development, implementation and evaluation of a complex public relations plan. The complexity of the campaign may be in terms of its size or duration, or the circumstances surrounding the campaign. This unit is related to BSBPUB402A Develop public relations campaigns, which relates to entry level or junior public relations roles, for example to individuals working on less complex campaigns in team leader roles.
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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. 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 and timing and evaluation measures 1.3. Identify legal and ethical constraints in relation to the brief
2. Identify and evaluate options for a complex public relations campaign	2.1. Analyse information about the target public and their attributes, and the public relations environment 2.2. Identify and evaluate a range of options for message concepts using appropriate methods 2.3. Identify, access and select media vehicles appropriate to target the required public and the objectives of the campaign 2.4. Ensure selected media vehicles enable 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 vehicles meet media operational requirements 2.7. Ensure selected media vehicles meet 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 the requirements of the client 3.2. Seek quotations from suppliers for materials and evaluate against budgetary requirements or constraints 3.3. Determine and agree upon budget 3.4. Determine and agree upon 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 and ensure it complies with organisational, client, professional and legal requirements
4. Implement public	4.1. Implement and regularly monitor public relations

ELEMENT	PERFORMANCE CRITERIA
relations campaign plans	plan 4.2. Identify, agree upon and implement any changes to the plan 4.3. Complete planning and implementation activities on time

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, persuasive 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 obtain, analyse and synthesise information, 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 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 Limited (ADMA) Direct Marketing Code of Practice
 - privacy laws
 - sweepstakes regulations
 - Trade Practices Act 1974 (Cth)
- organisational policies, procedures, products, services and structure
- principles and practices in relation to the media and the public relations and printing industries
- teamwork and project management skills to effectively develop and manage a complex public relations project.

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 effectively managing a complex public relations campaign, including:
 - preparing campaign plan containing objectives of the campaign, a risk assessment, strategies, scheduling, budgetary and resource requirements
 - engaging external suppliers where appropriate
 - evaluating the success of campaign.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and resources
- examples of previous public relations communication 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 complex public relations campaign activities
- 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 campaign completion
- 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

Holistic assessment with other units relevant to the

EVIDENCE GUIDE**assessment**

industry sector, workplace and job role is recommended, for example:

- BSBADV511A Evaluate and recommend advertising media options
- BSBPUB501A Manage the public relations publication process
- BSBPUB503A Manage fundraising and sponsorship activities
- marketing and advertising 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.

<i>A complex public relations campaign</i> includes complexity in terms of its scope, scheduling, budgetary or resource requirements, for example in relation to:	• anniversaries of opening • centenary events • graduation ceremonies • improving organisational image • milestone customer numbers • opening ceremonies • organisational communication activities • product launches • season launches
<i>Legal and ethical constraints</i> may include:	• codes of practice • cultural expectations and influences • ethical principles • relevant legislation • policies and guidelines • regulations • social responsibilities such as: • protection of children • environmental issues • societal expectations
<i>Information about target public</i> may include:	• attitudes • demographic variables • lifestyle • psycho graphical variables • social and cultural factors • values
<i>Appropriate methods</i> may include:	• focus groups • interviews • questionnaires • reports
<i>Media vehicles</i> may include:	• advertising • brochures • direct mail

RANGE STATEMENT	
	• direct marketing • leaflets • newsletters • press releases • reports • trade shows • video clips
Media directories may include:	• in-house designed media directory • commercial media lists such as: • Margaret Gee's Australian Media Guide • Directory of Australian Associations • Marketing Navigator
Media operational requirements may include:	• journalist contact details • media deadlines • media personnel and their rounds • printing industry requirements • story lead times

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	

