



Australian Government

Department of Education, Employment and Workplace Relations

CUVADM08A Develop and manage public relations strategies

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to develop and implement a plan for public relations activities within an organisation. It focuses on the skills and knowledge required by managers, owners/managers of small businesses and marketing personnel. As such the unit does not reflect the depth and breadth of skills required by specialist public relations professionals.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Generate organisational identity consistent with organisation's vision	1.1 Collect and analyse internal and external information which informs the development of a public relations strategy 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 in relation to public relations issues
2 Prepare public relations plan or strategy	2.1 Identify relevant target groups for public relations activities 2.2 Identify and select strategies which enhance and promote the organisation's identity to the 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 Submit public relations plan for approval where appropriate in accordance with organisational policy
3 Manage the implementation of the public relations plan	3.1 Define and communicate clearly all priorities, responsibilities, timelines and budgets, involving appropriate colleagues 3.2 Implement and monitor actions detailed in the plan according to schedule and contingencies 3.3 Produce public relations reports in accordance with enterprise policy 3.4 Share public relations information with colleagues to maintain awareness of current organisation

direction and priorities

- 4 Evaluate and review the public relations plan
 - 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 in accordance with feedback and evaluation
 - 4.4 Communicate and implement agreed changes

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- the public relations context for the organisation, including knowledge of the ways in which similar organisations generate and promote their identity
- ways in which public relations links to other aspects of marketing and management
- the structure and function 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, e.g. media releases, journalist familiarisations, press kits
- legal issues that impact on public relations, e.g. Trade Practices
- research and analytical skills to analyse internal and external environments.

Linkages to other units

This unit has linkages to a range of other management and marketing units and combined assessment and/or training with those units may be appropriate.

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

- development and implementation of a public relations plan for a specific organisation or area of an organisation
- detailed knowledge of public relations protocols, resources and activities as relevant to the industry sector.

Method and context of assessment

The assessment context must provide for:

- practical demonstration of skills through the development and implementation of a public relations plans for an organisation/area of an organisation
- interaction and collaboration with others to reflect consultation and communication skills within this unit
- assessment conducted over a period of time to reflect the ongoing implementation and monitoring aspects of the unit.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- evaluation of a public relations plan developed by the candidate
- role play or simulation and practical activities for consultation, staff training, media interaction and presentations
- development and analysis of case studies
- written/verbal reports on public relations plan, negotiation, promotion
- hypothetical or problem solving scenarios
- questioning and discussion about case studies, plans, strategies
- review of portfolios of evidence
- third party workplace reports of performance by the candidate.

Resource requirements

Assessment of this unit requires access to the materials resources and equipment needed to research public relations campaigns and media opportunities.

Key competencies in this unit

Key competencies are built into all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, organising and analysing information (3)

Analysing information to inform the development of the public relations plan.

Communicating ideas and information (3)

Writing a public relations plan.

Planning and organising activities (3)

Planning and scheduling activities within the public relations plan.

Working with others and in teams (3)

Conducting consultations with staff on public relations issues.

Using mathematical ideas and techniques (2)

Estimating costs of PR activities.

Solving problems (3)

Developing a strategy to overcome a negative public reaction to a particular event.

Using technology (2)

Incorporating electronic communication methods into the public relations plan.

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Method and context of assessment

The assessment context must provide for:

practical demonstration of skills through the development and implementation of a public relations plans for an organisation/area of an organisation

interaction and collaboration with others to reflect consultation and communication skills within this unit

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Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

evaluation of a public relations plan developed by the candidate

role play or simulation and practical activities for consultation, staff training, media

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Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Public relations plans and strategies may be for:

- a department
- an organisation
- a single event
- a program of events
- a specific product or service.

Internal and external information which informs the public relations strategy may include information relating to:

- current market conditions
- legal environment
- business plans
- financial plans
- marketing plans
- competitor organisations
- government activities
- community activities
- current trends/developments in the relevant industry context.

Key stakeholders may include:

- staff
- patrons, visitors
- funders, sponsors
- promoters
- representatives from boards and committees associated with organisation.

Images and messages may include:

- nature of products and services, e.g. performances, exhibitions, sale
- stylistic direction, e.g. innovative, contemporary, classical, folk, indigenous, international
- service provision, e.g. hours of operation, range of facilities, services, access
- relationship to public, e.g. leading edge, responsive
- track record of organisation
- operational style, e.g. efficiency, probity, ethical, fair, responsive
- visual identity, e.g. logo, signage, public appearance, colour.

Target groups may include:

- staff, volunteers
- patrons, sponsors, funders
- visitors, audiences
- suppliers, vendors, related businesses
- media representatives, e.g. journalists, editors, producers, directors
- event organisers
- promoters.

Strategies and activities may relate to:

- signage, banners
- logos
- media materials, e.g. press releases, articles, reviews
- direct advertising

planned activities, e.g. launches, openings, guest appearances, charitable support, cocktail parties
gifts
membership and loyalty programs
sponsorship.

Potential situations may include:

unprecedented or overwhelming support/attendance
capitalising on favourable publicity
responding to unforeseen operational issues, e.g. accidents, shortages
minimising the impact of any unfavourable press.

Legal and ethical considerations may relate to:

legislation
codes of practice
cultural expectations and influences
social responsibilities.

Feedback mechanisms may include:

consultation with colleagues
direct questioning
media monitoring
measurements of level of support, e.g. attendance, sponsorship, patronage
formal/written feedback.

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Unit Sector(s)

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