



Australian Government

Department of Education, Employment and Workplace Relations

CUVADM08B Develop and manage public relations strategies

Release: 1

CUVADM08B Develop and manage public relations strategies

Modification History

Not Applicable

Unit Descriptor

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.

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

Application of the Unit

Not Applicable

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite 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.

Employability Skills Information

Employability skills

This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|---|
| 1 Generate organisational identity consistent with organisation's vision. | <ul style="list-style-type: none">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. | <ul style="list-style-type: none">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. | <ul style="list-style-type: none">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 | <ul style="list-style-type: none">4.1 Establish appropriate mechanisms to obtain feedback about public relations activities and |

ELEMENT	PERFORMANCE CRITERIA
relations plan.	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

Required Skills and knowledge

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

Required skills:

- research and analytical skills to analyse internal and external environments.

Required knowledge:

- 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.

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.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

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.

Context of and specific resources for 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.

Method of assessment

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.

EVIDENCE GUIDE

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

Professional Practice

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

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

Public relations plans and strategies may be for:

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

Images and messages may include:

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

RANGE STATEMENT

appearance, colour.

Key stakeholders may include:

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

Target groups may include:

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

Potential situations may include:

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

Legal and ethical considerations may relate to:

- codes of practice
- cultural expectations and influences
- legislation
- social responsibilities.

Feedback mechanisms may include:

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

RANGE STATEMENT

Strategies and activities may relate to:

- direct advertising
- gifts
- logos
- media materials, e.g. press releases, articles, reviews
- membership and loyalty programs
- planned activities, e.g. launches, openings, guest appearances, charitable support, cocktail parties
- signage, banners
- sponsorship.

Unit Sector(s)

Not Applicable