



Australian Government

SIFXMPR004 Liaise with the media

Release: 1

SIFXMPR004 Liaise with the media

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare and provide information to the media. It applies to funeral home and cemetery and crematorium staff required to liaise with the media for public relations purposes, including arranging the placement of public notices and negotiating the coverage of a public funeral. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the range of conditions statement.
1. Prepare for media liaison.	1.1 Establish purpose for contacting and liaising with the media. 1.2 Determine aims and desired outcomes of media liaison. 1.3 Identify limitations on information to be provided to the media. 1.4 Select appropriate media outlets to liaise with according to purpose for liaison and aims and desired outcomes. 1.5 Select appropriate personnel for contact within chosen media outlets. 1.6 Contact selected media personnel.
2. Provide information to the	2.1 Determine needs of each media outlet and balance against workplace limitations.

- media.
- 2.2 Prepare information according to media outlet's information needs.
 - 2.3 Supply prepared information to media personnel.
 - 2.4 Establish and maintain ongoing relationships with media personnel.
 - 2.5 Record and maintain information provided to media.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

SIFMPR003A Liaise with the media.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>

Assessment Requirements for SIFXMPR004 Liaise with the media

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to:

- select appropriate media outlets and personnel according to the purpose for liaison, aims and desired outcomes and to develop a successful ongoing relationship with media personnel
- prepare and present information in a format to suit the requirements of the media outlet.

Evidence of performance of two or more media liaisons is required to demonstrate consistency of performance and ability to respond to different situations.

Knowledge Evidence

Demonstrated knowledge of:

- purposes for media in the funeral industry, including:
 - public relations
 - placement of public notices
 - coverage of public or celebrity funeral
- public relations principles, including:
 - types of media, including print, television and radio
 - role of the media in disseminating information
 - requirements of different media outlets regarding presentation of information, deadlines, amenities, briefing areas and media liaison personnel requirements, and bilingual personnel and information
- social, religious and cultural differences and traditions in relation to public notices for funeral coverage
- workplace policies and procedures relating to media liaison
- federal, state or territory legislation relating to privacy and consumer protection.

Assessment Conditions

Skills must be demonstrated in the workplace or in a simulated environment that is as industry realistic as possible. In a simulated environment, it is essential that assessment is conducted:

- using suitable facilities, equipment and resources, including:
 - computers, communication technology and software programs to liaise with the media

- documentation including organisation information and promotional materials
- under industry conditions where there is:
 - integration of tasks with possible interruptions to work typical of the job role
 - speed and timing requirements that reflect commercial operating conditions
 - interaction with media representatives

Assessors must satisfy the NVR/AQTF mandatory competency requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>