

Unit AJ3 Develop public relations strategies and monitoring arrangements

Elements

- AJ3.1 Determine requirements of public relations strategy**
- AJ3.2 Determine public relations strategy**
- AJ3.3 Prepare proposal**
- AJ3.4 Brief staff on requirements of public relations strategy**
- AJ3.5 Confirm strategy and monitoring arrangements**

Unit Commentary

This unit is for archaeologists who have responsibility for implementing the strategies and policies of the organisation and who have responsibility for the development of the organisation or a substantial part of the organisation. The organisation has interests that need to be represented. An indirect form of this is to generate external commitment to the organisation by promoting its successes and role in the community. A more direct form is to represent the interests to policy makers, i.e. those that are responsible for assigning budgets etc., and to the public. This unit covers the development of a public relations strategy to promote the interests of the organisation.

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AJ3.1 Determine requirements of public relations strategy

Performance Required

This will involve:

- a) Ensuring that business and communications plan objectives are correctly and fully identified
- b) Ensuring that the public relations needs of the internal and external publics are accurately identified and confirmed
- c) Ensuring that the objectives of the **public relations strategy** are clearly identified and agreed
- d) Ensuring that previous relevant performance history is accurately identified and taken into account during strategy formulation
- e) Ensuring that regulatory requirements are correctly and fully determined
- f) Ensuring that **research information** regarding business context and competitive activities is obtained and taken into account
- g) Ensuring that publics and messages are accurately and clearly identified
- h) Ensuring that the **requirements of the strategy** are fully identified, recorded and agreed prior to briefing staff
- i) Ensuring that budgets and timescales are accurately determined and agreed with the customer
- j) Ensuring that evaluation measures are identified and agreed

Occupational Context

- 1 public relations strategies:**
 - Corporate
 - Marketing
 - Communications
 - Internal communications
 - Business to business
 - Political
 - Financial
 - Community
 - Products
 - Services
 - Internal and external communications
- 2 Research information**
 - Public issues
 - Attitudes
 - Perceived values
 - Legislative and regulatory plans
 - Financial market trends
- 3 Requirements of the strategy**
 - Sources of information
 - Communications
 - Media agencies
 - Editorial sources
 - Overseas controls and European legislation
 - public relations Code of Conduct.

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AJ3.1 Determine requirements of public relations strategy

Knowledge Requirements

You need to know and understand how to:

- Cost, prepare budgets and maintain budgetary control
- Carry out tracking surveys

You need to know about:

Information Requirements

- Public issues, attitudes, perceived values, legislative and regulatory plans and financial

Market trends

- Sources of information, communications media and agencies, editorial sources, overseas controls and European
- Legislation and public relations Code of Conduct

Public relations Strategy

- Corporate, marketing communications, internal communications,

Business to business, political, financial, community, products and services, including internal and external

Communications

- The effect that target public's objectives, ethics and market background will have on strategy
- Communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy
- Implications of statutory and non-statutory regulation, industry guidelines and professional codes on public relations strategies and action to be taken
- The effect of media controls
- The effects of communications mix
- The effect of business context on public relations strategy

Required Skills

You should demonstrate:

- Communications and marketing skills
- Needs assessment skills
- Impact assessment skills

Evidence Required

You should provide evidence that you can determine requirements of Public Relations strategy

The candidate should be questioned, based upon the documentation provided, to explore how they:

- determine requirements of Public Relations Strategy

Evidence Rules

The candidate should have been involved in developing a public relations strategy for a cultural heritage organisation

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AJ3.2 Determine public relations strategy

Performance Required

This will involve:

- a) Ensuring that alternative approaches have been fully investigated with **appropriate specialists** being consulted during the preparation
- b) Ensuring that the strategy determined is consistent with the **identified requirements** and matches the organisation's corporate objectives and ethics and communications needs
- c) Ensuring that the selected strategy is fully detailed, within given costings and timescale and approved by the customer
- d) Ensuring that the relevant regulatory requirements are met

Occupational Context

1 Appropriate specialists

- in publicity/ in advertising
- in planning/ delivery
- in organisation/ management

2 Identified requirements

- in terms of numbers
- in terms of medium
- in terms of target group
- in terms of cost
- in terms of the contribution to the development of the profession

Knowledge Requirements

You need to know and understand how to:

- Cost, prepare budgets and maintain budgetary control

You need to know about:

Design

- Communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy

Sources/ knowledge items

- Public's aims, objectives and ethics and communication needs, sources of information, communications media and agencies, editorial sources and overseas controls and European legislation

Delivery

- Different types of public relations strategy: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- The implications of statutory and non-statutory regulation, industry guidelines and professional codes on public relations strategies and action to be taken
- The effect of media controls
- Research methods
- The effects of communications mix

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AJ3.2 Determine public relations strategy

Required Skills

You should demonstrate:

- Promotion of ideas

Evidence Required

You should provide evidence that you can determine Public Relations strategy

The candidate should be questioned, based upon the documentation provided, to explore how they:

- determine public relations strategies

They will need to demonstrate that they have independently contributed to and influenced the strategic process of relating to the public.

Evidence Rules

The candidate should have been involved in developing a public relations strategy for a cultural heritage organisation

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AJ3.3 Prepare proposal

Performance Required

This will involve:

- a) Ensuring that a detailed clear, written proposal is prepared and presented to the customer
- b) Ensuring that progress of the proposal is accurately monitored, additional information and clarification provided
- c) Ensuring that **acceptance and agreement** of the selected approach and supporting resources is confirmed
- d) Ensuring that continuing contact is maintained with relevant publics

Occupational Context

- 1 **Acceptance and agreement**
 - between clients and agents
 - in accordance with clear conditions
 - in the form of a contract
 - in the form of a handshake

Knowledge Requirements

You need to know and understand how to:

- Organise and control teamwork

You need to know about:

Proposals

- Proposal writing, composition and presentation skills
- Types of proposal: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- Proposal content: analysis, objectives, publics, messages, strategy, tactics, timescales,
- Budgets and evaluation.

Publicity

- Communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy

Delivery

- Presentation techniques

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AJ3.3 Prepare proposal

Required Skills

You should demonstrate:

- Organisation skills
- Proposal writing
- Costing and budgeting

Evidence Required

You should provide evidence that you can prepare a proposal

The candidate should be questioned, based upon the documentation provided, to explore how they:

- prepare a proposal for a Public Relations initiative.

Evidence Rules

The candidate should have been involved in developing a public relations strategy for a cultural heritage organisation

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AJ3.4 Brief staff on requirements of public relations strategy

Performance Required

This will involve:

- a) Ensuring that the appropriate people are selected to meet the requirements of the proposal
- b) Ensuring that a detailed clear brief is provided to **team members**
- c) Ensuring that progress of the work is accurately monitored, additional information and clarification provided
- d) Ensuring that acceptance and agreement of selected approach and supporting resources is confirmed prior to submission for presentation and approval
- e) Ensuring that continuing contact is maintained with the customer during the development of materials

Occupational Context

1 Team members:

- account executives
- editorial writers
- public relations specialists
- creative teams
- researchers and support staff

Knowledge Requirements

You need to know and understand how to:

Customer requirements

Organisational limitations and restrictions

Staff

- Account executives, editorial writers, public relations specialists, creative teams, researchers and support staff

Public relations

- Strategy: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- Communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy
- Issues of confidentiality

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AJ3.4 Brief staff on requirements of public relations strategy

Required Skills

You should demonstrate:

- Organisation and control of teamwork

Evidence Required

You should provide evidence that you can brief staff on requirements of Public Relations strategy

The candidate should be questioned, based upon the documentation provided, to explore how they:

- brief staff on requirements of a Public Relations strategy.

Evidence Rules

The candidate should have been involved in developing a public relations strategy for a cultural heritage organisation

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AJ3.5 Confirm strategy and monitoring arrangements

Performance Required

This will involve:

- a) Ensuring that action is taken to confirm strategy and monitoring arrangements with appropriate parties
- b) Ensuring that the relevant regulatory requirements are met
- c) Ensuring that progress is accurately monitored and variances are resolved promptly and relevant parties informed of required changes
- d) Ensuring that appropriate arrangements are made with suppliers to minimise **conflict of interest** and maintain confidentiality
- e) Ensuring that the information required to evaluate the strategy is obtained and required changes are identified and implemented

Occupational Context

1 Conflict of interest

- between agencies and organisations
- across disciplines and fields
- amongst partners and stakeholders
- between senior management and middle management
- between client and agent

Knowledge Requirements

You need to know about:

Risk

- Variances: timing, budget, impact, contracted suppliers, range and depth of publics and frequency
- Confidentiality and Data Protection
- Conflict of interest

Strategy

- Corporate, marketing communications, internal communications, business to business, political, financial, community, products and services

Information

- Customer objectives and market needs
- Legislation (nationally, in Europe and overseas)
- Communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy

AJ3 Develop public relations strategies and monitoring arrangements

AJ3.5 Confirm strategy and monitoring arrangements

Required Skills

You should demonstrate:

- Contingency planning skills
- Monitoring and evaluation technique and skills

Evidence Required

You should provide evidence that you can confirm strategy and monitoring arrangements

The candidate should be questioned, based upon the documentation provided, to explore how they:

- confirm strategy and monitoring arrangements.

Evidence Rules

The candidate should have been involved in developing a public relations strategy for a cultural heritage organisation