
Overview

This standard 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 standard covers the development of a public relations strategy to promote the interests of the organisation.

Develop public relations strategies and monitoring arrangements

Performance criteria

Determine requirements of public relations strategy

You must be able to:

- P1 ensure that business and communications plan objectives are correctly and fully identified
- P2 ensure that the public relations needs of the internal and external publics are accurately identified and confirmed
- P3 ensure that the objectives of the public relations strategy are clearly identified and agreed
- P4 ensure that previous relevant performance history is accurately identified and taken into account during strategy formulation
- P5 ensure that regulatory requirements are correctly and fully determined and that relevant technical and ethical standards are identified and applied
- P6 ensure that research information regarding business context and competitive activities is obtained and taken into account
- P7 ensure that publics and messages are accurately and clearly identified
- P8 ensure that the requirements of the strategy are fully identified, recorded and agreed prior to briefing staff
- P9 ensure that budgets and timescales are accurately determined and agreed with the customer
- P10 ensure that evaluation measures are identified and agreed

You must be able to:

Determine public relations strategy

- P11 ensure that alternative approaches have been fully investigated with appropriate specialists being consulted during the preparation
- P12 ensure that the strategy determined is consistent with the identified requirements and matches the organisation's corporate objectives and ethics and communications needs
- P13 ensure that the selected strategy is fully detailed, within given costings and timescale and approved by the customer
- P14 ensure that the relevant regulatory requirements are met

You must be able to:

Prepare proposal

- P15 ensure that a detailed clear, written proposal is prepared and presented to the customer
- P16 ensure that the progress of the proposal is accurately monitored, additional information and clarification provided
- P17 ensure that acceptance and agreement of the selected approach and supporting resources is confirmed
- P18 ensure that continuing contact is maintained with relevant publics

You must be able to:

Brief staff on requirements of public relations strategy

- P19 ensure that the appropriate people are selected to meet the requirements of the proposal

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- P20 ensure that a detailed clear brief is provided to team members
- P21 ensure that progress of the work is accurately monitored, additional information and clarification provided
- P22 ensure that acceptance and agreement of selected approach and supporting resources is confirmed prior to submission for presentation and approval
- P23 ensure that continuing contact is maintained with the customer during the development of materials

Confirm strategy and monitoring arrangements

You must be able to:

- P24 ensure that action is taken to confirm strategy and monitoring arrangements with appropriate parties
- P25 ensure that the relevant regulatory requirements are met
- P26 ensure that progress is accurately monitored and variances are resolved promptly and relevant parties informed of required changes
- P27 ensure that appropriate arrangements are made with suppliers to minimise conflict of interest and maintain confidentiality
- P28 ensure that the information required to evaluate the strategy is obtained and required changes are identified and implemented

Knowledge and understanding

You need to know and understand:

- K1 how to cost, prepare budgets and maintain budgetary control
- K2 how to carry out tracking surveys
- K3 public issues, attitudes, perceived values, legislative, financial and regulatory plans
- K4 legislation and public relations codes of conduct
- K5 corporate, marketing communications, internal communications
- K6 the effect that target public's objectives, ethics and market background will have on strategy
- K7 communications theory as a background to strategy decisions and the public relations techniques available for implementing the chosen strategy
- K8 implications of statutory and non-statutory regulation, industry guidelines and professional codes on public relations strategies and action to be taken
- K9 the effect of media controls
- K10 the effects of communications mix
- K11 the effect of business context on public relations strategy
- K12 public's aims, objectives and ethics and communication needs, sources of information, communications media and agencies, editorial sources and overseas controls and European legislation
- K13 different types of public relations strategy: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- K14 the implications of statutory and non-statutory regulation, industry guidelines and professional codes on public relations strategies and action to be taken
- K15 the effect of media controls
- K16 research methods
- K17 the effects of communications mix
- K18 how to organise and control teamwork
- K19 proposal writing, composition and presentation skills
- K20 types of proposal: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- K21 proposal content: analysis, objectives, publics, messages, strategy, tactics, timescales
- K22 budgets and evaluation
- K23 presentation techniques
- K24 strategy: corporate, marketing communications, internal communications, business to business, political, financial, community, products and services
- K25 issues of confidentiality

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- K26 variances: timing, budget, impact, contracted suppliers, range and depth of publics and frequency
- K27 confidentiality and Data Protection
- K28 conflict of interest

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| Developed by | Creative and Cultural Skills |
| Version number | 2 |
| Date approved | January 2012 |
| Indicative review date | January 2016 |
| Validity | Current |
| Status | Original |
| Originating organisation | Creative and Cultural Skills |
| Original URN | CCSAPAH3 |
| Relevant occupations | Archaeologist; Conservation Officer; |
| Suite | Archaeological Practice |
| Key words | Archaeology; Archaeological Practice; Conservation; Heritage; public relations; |