

## SFJCJHF26

# Contribute to the development and promotion of the organisation and its services



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### Overview

This standard is about the contributions you make to the ongoing development of your organisation's policy and practice and the promotion of its services. It includes identifying possible ways in which your organisation might develop its policies and practice, putting forward suggestions or ideas positively and effectively, and promoting your organisation's services to others. It acknowledges that the continuous review, improvement and promotion of organisations and their services is essential to sustaining and improving community justice services.

#### **There are two elements**

- 1        Contribute to identifying the potential for development in your organisation
- 2        Promote your organisation's services

#### **Target Group**

This standard is available to all who are involved in contributing to the development of an organisation, and it is based on the concept that active involvement of this kind is essential to the progress of an organisation and should include all members of staff.

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#### Performance criteria

#### Contribute to identifying the potential for development in your organisation

*You must be able to:*

- P1 develop and maintain effective working relationships with relevant people
- P2 contribute to regular reviews of the effectiveness and scope of your organisation and its services
- P3 seek relevant information from appropriate people
- P4 identify areas in which there is potential for the promotion and development of your organisation and its services
- P5 consult relevant people about areas for potential development and acknowledge conflicting interests, where relevant
- P6 identify potential constraints to progress, and develop proposals for addressing them constructively
- P7 contribute to the development of realistic proposals for promotion and development
- P8 present relevant information and ideas accurately and concisely, in ways which are appropriate to the situation, and in a form likely to be of interest to the people concerned
- P9 set out clearly the benefits of the proposed promotion and development, and the strengths which your organisation can offer, and how the development can be evaluated
- P10 consider resources and other implications of the proposed promotion and development, the timescales which are necessary for achievement, and the potential constraints to progress and how these might be addressed constructively
- P11 evaluate the effectiveness of the presentation of the proposals, and use the information to improve future presentations
- P12 maintain accurate and up to date records of points discussed and the outcomes of your discussions, in line with your organisation's requirements

#### Promote your organisation's services

*You must be able to:*

- P13 identify and pursue opportunities for promoting your organisation's services, within your own role and responsibilities and the resources available
- P14 respond promptly and constructively to requests for information
- P15 present accurate information about the work of your organisation using methods appropriate to the recipients, at appropriate times, and in line with your organisation's policies and procedures
- P16 present positive images of your organisation and its services, in ways which emphasise its strengths
- P17 target promotional activities at appropriate organisations
- P18 seek advice and support promptly when team discussion and supervision

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are appropriate

P19 communicate information only to those authorised to receive it

### Knowledge and understanding

*You need to know and understand:*

#### Legislative, regulatory and organisational requirements

- K1 legal and organisational requirements which relate to promoting your organisation and its services, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services
- K4 the organisation's policy and procedures regarding confidentiality of information and the disclosure of information to third parties, and the specific circumstances under which disclosure may be made
- K5 your organisation's requirements relating to recording discussions and the importance of maintaining such records
- K6 the limits of your authority and responsibility, and the actions to take if these are exceeded

#### Working within the justice sector

*You need to know and understand:*

- K7 the profile of your sector, and the nature, roles and functions of the principal organisations within it
- K8 the different structures, functions, methods of communication and decision making processes used within organisations within your sector
- K9 the factors relating to the your organisation's policies and practices relevant to contributing to its promotion and development
- K10 the meaning of organisational development and how it can affect the work of individuals
- K11 how changes in the services offered by your organisation may lead to changes in the system in which it works as a whole
- K12 the existing relationships with other agencies and how to evaluate the potential impact on these relationships of changes in your own organisation and its services
- K13 methods for monitoring and evaluating your own practice against the intended outcomes, including why it is important to share information about successes and failures

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<b>Developed by</b>	Skills for Justice
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<b>Originating organisation</b>	Skills for Justice
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<b>Relevant occupations</b>	Public Services; Public Service and Other Associate Professionals
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<b>Suite</b>	Community Justice
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<b>Key words</b>	Contribute to the development and promotion of the organisation and
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