

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

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 for service sustainability and development.

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 aimed at those 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

You must be able to:

Contribute to identifying the potential for development in your organisation

1. develop and maintain effective working relationships with relevant people and organisations
2. contribute to regular reviews of the effectiveness and scope of your organisation and its services
3. seek information from people and other sources that could potentially contribute to development in your organisation
4. identify areas in which there is potential for the promotion and development of your organisation and its services
5. identify other organisations to partner with, where there is mutual benefit and the potential to develop and promote your organisation
6. consult relevant people about areas for potential development, and acknowledge any conflicting interests that arise
7. identify potential constraints to progress, and develop proposals that will address them constructively
8. contribute to the development of realistic proposals for promotion and development
9. present information and ideas using methods which are appropriate to the situation, and in a form likely to be of interest to the people concerned
10. set out the benefits of the proposed promotion and development, including the strengths which your organisation can offer, and how the development can be evaluated
11. consider resources and other implications of the proposed promotion and development, including:
 - 11.1 the timescales which are necessary for achievement
 - 11.2 the potential constraints to progress
 - 11.3 how these might be addressed constructively
12. evaluate the effectiveness of the presentation of the proposals, and use the information to improve future presentations
13. maintain records of points discussed and the outcomes of your discussions, in line with your organisation's requirements

Promote your organisation's services

14. identify and pursue opportunities for promoting your organisation's services, within your own role and responsibilities and the resources available
15. respond to requests for information, in line with the needs of the person requesting information and agreed timescales

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16. 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
17. present positive images of your organisation and its services, using methods which emphasise its strengths
18. target promotional activities at appropriate organisations

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Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

1. legal and organisational requirements which relate to promoting your organisation and its services, and their impact for your area of operations
2. legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
3. the role of your organisation and its services
4. organisational 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
5. your organisation's requirements relating to recording discussions and the importance of maintaining such records
6. the limits of your authority and responsibility, and the actions to take if these are exceeded

Working within the justice sector

7. the profile of your sector, and the nature, roles and functions of the principal organisations within it
8. the different structures, functions, methods of communication and decision making processes used within organisations within your sector
9. your organisation's policies and practices relevant to contributing to its promotion and development
10. the meaning of organisational development and how it can affect the work of individuals
11. how changes in the services offered by your organisation may lead to changes in the system in which it works as a whole
12. 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
13. 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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