

SFJPSG6.3.1

Influence policies/services through effective communications with citizens



Overview

This unit is about using effective communications to put the citizen at the heart of policy development and operations. It includes identifying the needs of citizens and using effective segmentation techniques.

This standard reflects best practice within the PSG in relation to aspects of the Communications and Marketing core skill.

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Performance criteria

You must be able to:

- P1 establish those individuals and communities of relevance to the appropriate policy/ service
- P2 gather available information regarding the individuals and communities appropriate to establishing their perceptions, perspectives and requirements relevant to the particular policy/service
- P3 use relevant market research tools, where appropriate, to determine the necessary information
- P4 evaluate the available information and establish trends and requirements relevant to policy development and operations
- P5 use effective forms of communication to validate your findings with target individuals and communities
- P6 identify distinct groupings of individuals according to similarities in their interests and requirements
- P7 communicate the findings to all relevant colleagues and other partners, ensuring that the findings are used to inform appropriate policy and operational processes
- P8 evaluate the relevance and effectiveness of the information and methods of obtaining it, and use this to inform future research methods
- P9 involve relevant marketing/marketing communications specialists, where appropriate

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Knowledge and understanding

You need to know and understand:

- K1 how to use research and insight to understand who the potential customers are for your policy/service
- K2 how to engage your customers and stakeholders in regular two-way dialogue
- K3 different sources of information regarding the perceptions, perspectives and requirements of individuals and communities, including that available from colleagues and partners
- K4 how to segment individuals/communities by user need, perception and behaviour
- K5 the requirements of relevant audiences, both internal and external to your organisation
- K6 those communications methods most relevant to reaching the target citizens
- K7 how to use your organisation's partners and other stakeholders effectively in engaging with customers
- K8 the importance of ensuring that research is sufficient to justify any conclusions drawn from its results
- K9 resource requirements relating to your communications activity
- K10 the local and regional impact of your policy/service

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Additional Information

Behaviours

- 1 You demonstrate a clear understanding of different citizen groups and their perspectives and requirements
- 2 You present informational clearly and concisely

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