

SFJPSG6.3.2

Develop a communications strategy and plans for promoting and evaluating a public policy service



Overview

This unit is about establishing clear communications objectives and strategy for promoting effectively the aims and contents of policies/services.

For the purposes of this unit, 'organisation' can mean a self contained entity, such as a department within central government, a private sector organisation, a charity, a local authority, or a significant operating unit with a relative degree of autonomy within a larger organisation.

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 identify how the policy/service fulfils identified customer requirements
- P2 identify and prioritise the objectives to be achieved by a communications strategy, ensuring that these are demanding but realistic
- P3 identify and prioritise the customer groups at which the communications strategy is to be targeted
- P4 develop communications messages which demonstrate how the policy/service fulfils customer requirements, and which are designed to motivate customers positively
- P5 evaluate the communications options, and identify, justify and agree an integrated communications strategy with relevant colleagues and other partners
- P6 develop and agree communications plans and budgets for the achievement of the strategy, setting out clear actions, accountabilities and milestones
- P7 align your communications activity with your organisation's overarching communications strategy, and wider corporate communications agenda
- P8 identify and agree key performance measures, and methods for monitoring and evaluating the communications strategy and plans
- P9 identify the resources and capabilities required to deliver and to evaluate the agreed strategy, and establish whether these are available in-house, or whether external specialist help is required
- P10 involve and engage all relevant colleagues and partners in agreeing the communications objectives and strategy
- P11 involve communications specialists in a timely and relevant manner, where appropriate, providing all relevant information

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Knowledge and understanding

You need to know and understand:

- K1 the importance of effective communications and its role in ensuring the success of policies/services
- K2 the importance of identifying the different parties with which an organisation has to communicate, including its customers, intermediaries and other various publics
- K3 factors that need to be considered when developing a communications strategy
- K4 the topics to be covered within a communications strategy and plan
- K5 how to identify potential risks in relation to the achievement of objectives
- K6 how your business objectives and communications objectives link, and add value to each other
- K7 the importance of sharing information with colleagues and partners at an early stage, and how to do this
- K8 how internal communications can be used to engage colleagues to help in delivering the business
- K9 your organisation's wider communications agenda
- K10 the impact of propriety issues relating to communications
- K11 the role of your organisation's marketing communications specialists, where relevant
- K12 the needs and expectations of your organisation's desired response from its communications strategy
- K13 processes for consultation within your organisation
- K14 colleagues and other relevant parties, and their needs and expectations
- K15 your own role and responsibilities relating to the communications strategy, including your role as spokesperson for your policy/service internally and externally, where appropriate

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Additional Information

Behaviours

- 1 You communicate clearly, using forms of communication relevant to your audiences
- 2 You present ideas and arguments clearly, concisely and convincingly
- 3 You articulate the assumptions made and risks involved in understanding a situation
- 4 You listen to the views of others and encourage and are open to new ideas
- 5 You make time available to support others
- 6 You recognise changes in circumstances promptly, and adjust plans and activities accordingly

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