

## ASTH205

# Undertake promotional activity within the housing sector



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### Overview

This standard is about promoting housing services to individuals, groups and communities. It is about identifying appropriate opportunities and promoting your housing services in the most effective manner.

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### Performance criteria

- You must be able to:*
- P1 establish the contribution of promotional activity to organisational objectives
  - P2 confirm that resources are available to carry out the promotional activity
  - P3 identify the types of promotional activity to be carried out
  - P4 identify the individuals, groups and communities to promote your services to
  - P5 select the most effective form of promotional activity to reach your identified audience
  - P6 gather and collate the information and materials to be used in the promotional activity
  - P7 select venues and events which provide opportunities to promote your housing services
  - P8 plan the promotional activity with appropriate groups and individuals
  - P9 interact with individuals and groups in a positive and responsive manner
  - P10 promote your housing services in a clear and effective manner
  - P11 follow up expressions of interest and requests for support arising from promotional activity
  - P12 contribute to the evaluation of the effectiveness of the promotional activity and suggest any changes for future promotional activity

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### Knowledge and understanding

*You need to know and understand:*

- K1 the role of promotional activity within the organisation and how it is organised
- K2 the positive benefits of promotional activity to the organisation
- K3 the financial and resource constraints which influence the nature and frequency of promotional activity in your organisation
- K4 the main types of promotional activity available to your organisation
- K5 how technology (e.g. social media and websites) can be used for promotion of services in housing
- K6 the main third sector, private and public service stakeholders your organisation engages with
- K7 ways of engaging with local groups and communities to promote housing services
- K8 how to select appropriate information and materials for specific promotional activities
- K9 who to involve in the planning of the promotional activity
- K10 ways of presenting your organisation in a positive manner through promotional activity
- K11 ways of engaging with individuals and groups in a positive and open manner
- K12 how to plan the logistics of promotional activities
- K13 how to follow up on interest after promotional activities
- K14 how to evaluate the effectiveness of promotional activities and who to contact to make suggestions for improvement

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