

## CFAM4.4.6

# Manage financial public relations and investor relations



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### Overview

This is about producing specialised information for investors and stakeholders. It includes using a variety of communications tools to achieve public relations objectives which are in line with corporate strategy, and requires an understanding of financial and business environments.

For the purpose of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operation unit, with a relative degree of autonomy, within a larger organisation.

The abbreviation 'PR' denotes 'public relations' throughout this unit.

This unit is recommended for middle and senior practitioners in financial public relations/communications. Such managers might be employed directly by the organisation or work for a PR agency/consultancy.

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#### Performance criteria

- You must be able to:*
- P1 identify the organisation's different financial stakeholder groups and establish their requirements and attitude regarding the organisation
  - P2 build and maintain effective professional relationships with identified financial stakeholder groups
  - P3 monitor the political and business environment, identifying events which impact upon the organisation and assess their potential financial implications for the organisation
  - P4 identify issues and trends and recognise their potential impact upon the organisation, and the implications for its financial stakeholders
  - P5 identify and assess the opportunities and threats posed for the organisation by external developments and proposed legislation
  - P6 develop and agree financial public relations strategies and activities to address identified opportunities and threats, and which are in line with overall corporate strategy
  - P7 work closely with relevant financial journalists and analysts towards achieving the organisation's financial public relations strategies
  - P8 plan and organise special events to support communications activities
  - P9 operate within relevant legal, regulatory and ethical frameworks

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#### Knowledge and understanding

*You need to know and understand:*

##### **General knowledge and understanding**

- K1 an awareness of economics, finance and accounting practices
- K2 an awareness of the mechanics of mergers, acquisitions, and the workings of stock markets
- K3 the procedures and protocols of the London Stock Exchange, FTSE and the Financial Services Authority
- K4 how regulation works within the financial services sector
- K5 public relations techniques and how to use these to strengthen public relations activities
- K6 the legal, regulatory and professional frameworks within which financial public relations and investor relations operate

*You need to know and understand:*

##### **Industry/sector specific knowledge and understanding**

- K7 legal, regulatory and ethical requirements affecting financial PR within the organisation's sector

*You need to know and understand:*

##### **Context specific knowledge and understanding**

- K8 the market in which the organisation operates
- K9 key external and internal developments effecting the organisation, the nature of their impact, and the implications for managing financial public relations and investor relations
- K10 the organisation's key investors and financial stakeholders, and their interests and requirements relating to the organisation

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#### Additional Information

##### Behaviours

1. You anticipate likely future scenarios based upon a realistic analysis of trends and developments
2. You present ideas and arguments clearly, concisely and convincingly
3. You identify clearly the value and benefits to others of a proposed course of action
4. You show sensitivity to the needs and interests of others, and manage these effectively
5. You listen actively, and ask questions, clarifying points to check mutual understanding

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<b>Developed by</b>	CFA Business Skills @ Work
<b>Version number</b>	1
<b>Date approved</b>	April 2010
<b>Indicative review date</b>	April 2012
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Chartered Institute of Marketing
<b>Original URN</b>	NM4.4.6
<b>Relevant occupations</b>	1132 Marketing & Sales Managers 3543 Marketing Associates
<b>Suite</b>	Marketing
<b>Key words</b>	Marketing, sales, marketing management, market research, advertising, public relations