

## CFAM4.4.8

### Develop and implement proactive and reactive PR strategies and tactics



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#### Overview

This is about planning and co-ordinating the organisation's internal and external communications and ensuring the effective separation of roles within all group communications functions. It includes setting different objectives and projecting different outcomes for proactive and reactive PR. It involves determining which activities are best in any given situation and working with other marketing communications functions to deliver these actions.

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 first line/middle practitioners in public relations. 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 monitor the news and stakeholder environments, and identify information and events that will affect the organisation
  - P2 assess the implications for the organisation of identified information and events
  - P3 develop and agree with the senior team relevant PR objectives and appropriate proactive and reactive PR strategies to address the organisation's needs and objectives
  - P4 test potential communications messages effectively
  - P5 identify communications messages that achieve agreed objectives
  - P6 develop and implement PR plans and associated activities, in liaison with other relevant marketing communications personnel, designed to achieve the agreed communications strategy
  - P7 establish and develop effective professional relationships with relevant media in line with corporate and PR strategy
  - P8 liaise with relevant media to provide clear, transparent and accountable information about the organisation, in line with agreed PR strategy
  - P9 organise and manage relevant promotional and publicity events which complement PR activities
  - P10 monitor and evaluate the effectiveness of PR activities, and adjust plans and activities accordingly

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### Knowledge and understanding

*You need to know and understand:*

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

- K1 the roles of public and media relations, and their importance in achieving over all marketing communications objectives
- K2 the principles of strategic planning, and the differences between proactive and reactive strategies, and their relative merits
- K3 the principles and practice of marketing communications, and how these relate and contribute to public relations activities
- K4 the importance of consulting with colleagues during the development of PR strategies, and methods for doing this effectively
- K5 how the press and television media operates, and methods for managing media relations
- K6 problem solving strategies and how to use these in the decision-making process
- K7 the principles of project management and how to apply these in planning and managing PR events

*You need to know and understand:*

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

- K8 legal, regulatory and ethical requirements affecting the implementation of PR strategies within the organisation's sector

*You need to know and understand:*

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

- K9 the environment and market in which the organisation operates
- K10 the organisation's overall marketing strategy and objectives, and their implications for PR strategies and tactics
- K11 the needs and expectations of the organisation's principal customer and stakeholder groups
- K12 key external and internal development and issues affecting the organisation, the nature of their impact, and the implications for the organisation in terms of opportunities and threats

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#### Additional Information

##### Behaviours

1. You anticipate likely outcomes for proactive and reactive strategies based upon a realistic assessment of trends and developments
2. You demonstrate a clear understanding of the organisation's target customer and stakeholder groups and their requirements
3. You present information clearly, concisely and accurately
4. You present ideas and arguments clearly, concisely and convincingly
5. You take personal responsibility for making things happen

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**Relevant occupations** 1132 Marketing & Sales Managers  
3543 Marketing Associates

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**Suite** Marketing

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