
Overview

This standard is about creating and developing a public relations strategy in line with organisational objectives and the organisation's business plan. The organisation may be a client of a public relations agency/consultancy, or may employ in-house public relations professionals. The standard includes reviewing the implications of legal requirements, codes of practice and organisational policy, taking account of external and internal influences and trends, assessing risks and identifying mitigating factors and establishing the criteria against which the strategy will be evaluated. It is for public relations professionals who create and develop public relations strategies.

**Performance
criteria**

- You must be able to:
- P1 identify whether the organisation has a public relations strategy or if one needs to be created
 - P2 review and evaluate existing public relations strategies against organisational needs, taking account of external and internal influences and trends and perceptions
 - P3 specify appropriate timescales for the development of the public relations strategy
 - P4 identify strategic public relations objectives and outcomes consistent with the organisation's overall strategy, business plan, requirements for social responsibility and stakeholder interests
 - P5 set KPIs and outcomes in line with strategic objectives
 - P6 review the implications of all legal requirements, codes of practice and organisational policies and procedures
 - P7 assess the risks associated with the public relations strategy and how these will be mitigated
 - P8 establish the criteria by which the strategy will be evaluated and associated timescales
 - P9 seek advice and guidance from recognised sources of expertise where appropriate
 - P10 consult with internal and external publics to gather feedback
 - P11 obtain decision-makers' agreement on the strategy
 - P12 review the strategy and make appropriate adjustments in response to developments in the operating environment

Knowledge and understanding**You need to know and understand:**

- K1 current legal and regulatory requirements, professional and ethical codes of practice and organisational policies and procedures relevant to developing public relations strategy
- K2 the organisation's structure and business processes
- K3 the vision, objectives and culture of the organisation
- K4 the organisation's market and publics
- K5 the role of public relations, and its importance in achieving the organisation's communications objectives
- K6 the principles of strategy development and how to apply these in developing a public relations strategy
- K7 how to establish the link between the proposed public relations strategy, the organisation's overall strategy and business plan, requirements for social responsibility and stakeholder interests
- K8 how to identify and take into account the external and internal influences and constraints that could affect the development of the public relations strategy
- K9 how to set KPIs and outcomes in line with strategic objectives
- K10 how to assess the likely impact of the public relations strategy on other organisational functions
- K11 the types of risk associated with public relations strategies and how these can be mitigated
- K12 how to establish evaluation criteria for the strategy
- K13 relevant sources of advice and expertise
- K14 how to gain support from the decision makers
- K15 methods of reviewing the strategy and the circumstances in which it is appropriate to make adjustments

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Create and develop a public relations strategy for an organisation



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