
Overview

This standard is about implementing public relations plans for activities and/or campaigns. It includes confirming the availability of necessary resources and personnel and briefing those involved in their roles and responsibilities. It also covers developing and agreeing appropriate public relations materials, delivering the activity and/or campaign, addressing problems and recording and reporting on outcomes. It is for public relations professionals who implement public relations plans, either in-house or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 identify the human, physical and financial resources needed to implement the public relations plan, and how to obtain them
 - P2 identify the key stakeholders in the implementation process and gain their commitment
 - P3 brief personnel on their roles and responsibilities in line with the plan
 - P4 develop and agree appropriate public relations materials in line with the creative brief
 - P5 deliver the requirements of the plan within budget and timescale
 - P6 use the appropriate channels, media and creative platforms for the organisation's communications, in line with the plan
 - P7 where appropriate, manage audience responses in line with agreed organisational processes and procedures
 - P8 monitor public relations activities against the agreed plan and budget
 - P9 address problems in accordance with the plan
 - P10 update key stakeholders with progress, developments and other issues on a regular basis
 - P11 record and report on the outcomes of the activity and/or campaign in line with organisational processes and procedures

Knowledge and understanding

You need to know and understand:

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to public relations and to the organisation's sector
- K2 the vision, objectives and culture of the organisation
- K3 the organisation's market and publics
- K4 the organisation's structure and business processes
- K5 how to identify key stakeholders and the human, physical and financial resources needed to implement the plan
- K6 how to gain commitment to the plan from key stakeholders
- K7 public relations methods appropriate to the particular public relations activity and/or campaign covered by the plan
- K8 public relations media appropriate to the particular public relations activity and/or campaign covered by the plan
- K9 the purpose of ensuring that personnel understand their roles and responsibilities within a particular activity and/or campaign
- K10 types of public relations materials and how to produce them
- K11 how to monitor activities against the plan and budget
- K12 the types of problems that can occur and how to address these
- K13 methods of recording and reporting outcomes

CFAPRE005
Implement public relations plans



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