
Overview

This standard is about ensuring that the organisation is prepared to meet reputational communications challenges that may arise. It involves keeping key stakeholders and staff informed of developments within and outside the organisation and preparing contingency plans to prevent and/or resolve these challenges. It includes having plans in place to protect the organisation's reputation in times of crisis. It is for public relations professionals who manage reputation either in-house, or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 monitor publics and the wider environment to identify information, events, trends and patterns that have implications for the organisation's reputation
 - P2 assess current perceptions of the organisation amongst its key target audiences
 - P3 identify, assess and prioritise risks to the organisation's corporate reputation
 - P4 involve key personnel in preparing and agreeing public relations contingency plans for use in response to identified risk scenarios
 - P5 take appropriate action to manage risk scenarios in line with the contingency plan
 - P6 put in place crisis management procedures, ensuring that all members of the crisis management team understand their roles
 - P7 establish crisis management plans which allow for clear, transparent and accountable communications with the news and digital media and relevant stakeholders

Knowledge and understanding

You need to know and understand:

- K1 legal, regulatory and ethical requirements codes of practice and organisational policies and procedures relating to public relations
- 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 techniques for assessing current perceptions of the organisation amongst its key publics
- K6 the environment in which the organisation operates
- K7 key external and internal developments affecting the organisation, the nature of their impact, and the implications for the organisation in terms of potential risks
- K8 the organisation's key publics , and their interests and requirements relating to the organisation
- K9 the principles of contingency planning and how to apply these
- K10 an awareness of the crisis management cycle, and the methods and procedures relevant to avoiding crises
- K11 the main types of challenge that require public relations crisis planning, and the steps to consider in the planning process
- K12 procedures for maintaining clear, transparent and accountable communications with the news and digitally based media and other stakeholders during crises

CFAPRE010
Manage reputation



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