

CFASME1.3V3.0

Promote understanding and benefits of social marketing amongst policy and decision makers



Overview

This unit is about promoting an understanding of social marketing, its potential use and benefits to policy and decision makers. These policy and decision makers may either be in government departments, authorities or agencies or within organisations which use, or could use, social marketing to help achieve their objectives. Since social marketing is generally poorly understood, it is important to inform policy-makers about what it is (and what it is not) and the conditions under which it can be effective.

This unit is for people in strategic or managerial roles who are responsible for promoting understanding and benefits of social marketing amongst policy and decision makers, either in government or in organisations that (potentially) use or fund social marketing activities.

A distinction is made between policy makers (ie those who formulate policy) and decision makers (ie those who decide whether formulated policies should be implemented). In some contexts these may be the same person, but in government contexts the policy maker may be a civil servant or local government officer, while the decision maker may be a minister or elected member (or a group of ministers or elected members – eg cabinet, parliament or council).

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Performance criteria

- You must be able to:*
- P1 keep yourself fully up-to-date on the theories and practices of social marketing and its application relating to relevant policy areas
 - P2 establish the range of policy and decision makers you are required to work with and identify their policy objectives which could potentially be achieved with the support of social marketing
 - P3 identify partners and other key stakeholders who could support you in promoting understanding and benefits of social marketing amongst policy-makers and agree respective roles and responsibilities with them
 - P4 identify policy and decision makers':
 - P4.1 level of understanding of social marketing, including any positive or negative preconceptions
 - P4.2 experience of social marketing and whether this has left positive or negative impressions
 - P4.3 level of appreciation of the potential effectiveness of social marketing
 - P5 engage with policy and decision makers to develop their understanding of social marketing and their appreciation of its potential effectiveness in achieving their policy objectives, addressing any misunderstandings or negative impressions they may have
 - P6 use salient evidence from previous/current social marketing activities to help policy and decision makers appreciate how social marketing could help achieve their policy objectives
 - P7 draw the attention of policy and decision makers to any ethical considerations and propose how these might be resolved
 - P8 help policy-makers develop realistic expectations about:
 - P8.1 the results that could be achieved through social marketing
 - P8.2 the need to work in partnership with the target group(s) and other key stakeholders
 - P8.3 the timescales required
 - P8.4 the resources required
 - P9 monitor policy and decision makers' social marketing strategies and activities and provide expert advice to improve their effectiveness
 - P10 monitor and review your own effectiveness in promoting understanding and benefits of social marketing amongst policy and decision makers, adjust your approach as appropriate and use your learning to inform your own and others' future work

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Knowledge and understanding

You need to know and understand:

General Knowledge and Understanding

- K1 briefing and debriefing principles, methods, tools and techniques
- K2 communication principles, methods, tools and techniques
- K3 evaluation principles, methods, tools and techniques
- K4 examples of effective and ineffective social marketing practice relevant to the activity
- K5 influencing principles, methods, tools and techniques
- K6 information management principles, methods, tools and techniques
- K7 leadership principles, methods, styles and techniques
- K8 legal and organisational/partnership requirements relevant to social marketing
- K9 monitoring principles, methods, tools and techniques
- K10 motivation principles, methods, tools and techniques
- K11 partnership working principles, methods, tools and techniques
- K12 presentation principles, methods, tools and techniques
- K13 principles, methods, tools and techniques for addressing ethical issues
- K14 principles, methods, tools and techniques for developing evidence-based proposals
- K15 principles, methods, tools and techniques for engaging effectively with policy/decision makers
- K16 research findings relevant to the activity
- K17 social marketing principles, methods, tools and techniques
- K18 support principles, methods, tools and techniques

Industry/Sector Specific Knowledge & Understanding

- K19 current and emerging trends and developments in the sector internationally, nationally and locally
- K20 industry/sector, organisational/partnership and professional codes of practice
- K21 legal, regulatory and ethical requirements in the industry/sector

Context Specific Knowledge & Understanding

- K22 current and future roles and responsibilities in the organisation/partnership
- K23 key political, economic, social, technological and legal factors relevant to the context
- K24 objectives of your area of responsibility
- K25 organisational/partnership culture, values and ethos
- K26 organisational/partnership policies and procedures relevant to the activity

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- K27 organisational/partnership vision, mission and strategic objectives
- K28 sources of advice, guidance and support
- K29 sources of data, information and knowledge
- K30 stakeholders and their diverse interests, needs, abilities and preferences

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Additional Information

Behaviours

1. present information clearly, concisely, accurately and in ways that promote understanding
2. present difficult ideas and problems in ways that promote understanding
3. freely share learning with others who can benefit from it
4. comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
5. act within the limits of your authority
6. monitor quality of work and progress against plans
7. identify sources of information to meet current and foreseeable requirements
8. gather and analyse information from a variety of sources
9. develop plans to meet the priorities of policy makers
10. identify and work with people and organisations who can provide support for own work
11. maintain up-to-date information on the political, economic, social, technological and legal factors that impact on work
12. identify key stakeholders and their interests
13. identify the range of elements in a situation and how they relate to each other

Glossary

It is recognised that much social marketing activity is most effective when a number of "partners" work together collaboratively

Stakeholders

These include all those involved in, or affected by, the social marketing activities and the issues they are seeking to address

Key stakeholders

These are those with the greatest interest in or influence on the issues; they will always include the target groups or intended beneficiaries of the social marketing activities

Salient

This means both relevant and significant to the issues policy-makers are interested in

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Suite Social Marketing

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