

CFATURC6

Support activities and campaigns within the policies of the union v2



Overview

This unit is appropriate for you if your role involves:

1. supporting the activities of the union
2. contributing to campaigns

The activities you are likely to be involved in:

1. developing campaign plans
2. producing briefing and publicity materials
3. providing colleagues with updates on the progress of campaigns
4. offering support to campaign organisers
5. providing feedback on the effectiveness of campaigns

The elements are:

1. contributing to the planning and implementation of activities and campaigns
2. contributing to activities and campaigns

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Performance criteria

You must be able to:

Contribute to the planning and implementation of activities and campaigns

- P1 initiate campaigns in line with agreed priorities and instructions appropriate to local circumstances and resources
- P2 develop campaign plans in consultation with relevant people, which identify clearly the aims and purposes of the campaign and include realistic evaluations of likely outcomes and measures of success
- P3 identify relevant and accurate briefing and publicity materials and make them available to representatives
- P4 make sure that, where briefing and publicity materials are non-specific, they are suitably modified to reflect local needs and issues
- P5 arrange meetings at times and in venues which are likely to attract the maximum attendance
- P6 make sure that oral presentations are clear and accurate, and identify the advantages and benefits to be gained from appropriate courses of action
- P7 make sure that appropriate sources of information are consulted regularly and assessed against required campaign outcomes
- P8 provide colleagues and officers of the union with accurate and up-to-date information on the progress and outcomes of campaigns, and make sure that key learning points are stored for future reference

You must be able to:

Contribute to activities and campaigns

- P9 support campaigns which are within the agreed policy of the union
- P10 offer appropriate support and advice to organisers of approved campaigns
- P11 make sure that advice offered is clear and accurate, conforms to union policy and does not compromise the position or credibility of the union
- P12 provide members with up-to-date and accurate information on the progress of campaigns which are receiving the direct support of the union
- P13 provide realistic and accurate feedback to campaign organisers on the local impact and effect of activities and campaigns

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Knowledge and understanding

You need to know and understand how to:

The nature and role of workplace campaigns

- K1 identify the types of campaign suitable for a particular workplace and how to evaluate their potential for success

Principles and concepts

- K2 gain commitment to workplace campaigns
- K3 identify and access sources of information
- K4 modify publicity materials and to make presentations
- K5 arrange meetings that will attract people to attend
- K6 communicate with colleagues and officers of the union
- K7 identify the types of support that you are able to offer campaign organisers

External factors influencing policy-making

- K8 identify and work within the codes of practice, agreements, procedures and legal requirements which affect workplace activities
- K9 identify and work with union policies for international working

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Developed by	CFA Business Skills @ Work
Version number	1
Date approved	May 2007
Indicative review date	May 2009
Validity	Current
Status	Original
Originating organisation	ENTO
Original URN	UC6v2
Relevant occupations	Business, Administration and Law; Managers and Senior Officials; Education and training; Preparation for life and work; Protective Service Occupations; General; Skilled Trades Occupations; Elementary Occupations
Suite	Trades Union Representatives and Professionals
Key words	support, activities, campaigns, policies, union