

Overview

This standard identifies the requirements when leading the promotion of the workplace and the services it provides. The requirements include developing plans to promote the workplace and its services, communicating key information to target audiences, and evaluating the effectiveness of promotional activities.

Performance criteria

You must be able to:

1. identify target audiences and what they might be interested in regarding the workplace and services it provides
2. identify and establish agreement with others on key information to be communicated and ensure it is accurate and in line with workplace requirements
3. identify and evaluate the best ways to reach target audiences
4. choose promotion activities that are inclusive, accessible and sustainable in line with workplace resources and requirements
5. plan how to evaluate the success of promotional activities
6. use both planned events and unplanned opportunities to promote the workplace and services it provides
7. provide support to those involved in promoting the workplace
8. provide opportunities for target audience to ask questions and confirm understanding of key information
9. use appropriate methods to evaluate if key information resonated with target audiences
10. analyse the results of evaluations and use this to identify good practice and required changes for future promotions
11. complete records and reports required for leading the promotion of the workplace
12. reflect on how you carried out your roles and responsibilities when leading the promotion of the workplace

Knowledge and understanding

You need to know and understand:

1. the workplace, its purpose, values and the services it provides
2. target audiences and their interests in the workplace
3. the promotional plan of the workplace
4. how to select the most effective opportunities to communicate key information from a range of promotional activities
5. who you need to agree on key information and communicate promotional plans with before disseminating information and why this is important
6. how to ensure the accuracy and currency of your information
7. how to ensure inclusivity, accessibility and sustainability when sharing information about the workplace and the services it provides
8. how to use digital tools and devices in the promotion of the workplace
9. who is available to promote your workplace and its services and how to support them with their roles and responsibilities
10. how to lead on the application of trauma informed principles in the promotion of the workplace
11. how to communicate complex information effectively with diverse audiences
12. the influence of culture and background of the target audience on promotional activities
13. the influence of neurodivergence and additional needs of the target audience on promotional activities
14. how to provide opportunities for target audiences to ask questions and seek clarification
15. how to lead on dignity, kindness, and compassion in the promotion of the workplace
16. how to support emotional regulation during promotional activities
17. methods for evaluating the effectiveness of promotional plans and activities
18. how to use evaluation information to identify good practice and the required changes for future promotional activities
19. the records and reports required for leading the promotion of the workplace
20. theories relevant to leading the promotion of the workplace
21. the relevant legal requirements, standards of practice, frameworks and guidance for leading the promotion of the workplace
22. how your personal experiences and unconscious bias may impact when

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leading the promotion of the workplace, and how to address this

23. the role of supervision, reflective practice and learning and development in

leading the promotion of the workplace

Glossary

The glossary for this National Occupational Standard is available on the Skills for Care and Development website.

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