

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Public Relations					
TSC	Public Relations Campaign Management					
TSC Description	Formulate and oversee organisations' public relations (PR) strategies and plans					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-PRE-1006-1.1	RET-PRE-2006-1.1	RET-PRE-3006-1.1	RET-PRE-4006-1.1	RET-PRE-5006-1.1	
	Assist and participate in public relations activities according to established strategies and consolidate information to support production of reports	Implement public relations activities according to established strategies and produce reports in support of measuring effectiveness of portraying desired corporate image	Determine public relations needs, evaluate public relations strategies and guide follow-up actions in maintaining corporate image	Review internal and external information relevant to the organisation's public relations needs, develop PR roadmap, and cascade information to teams	Formulate public relations strategies, establish appropriate measures to collate feedback on public relations activities, as well as rectify public relations incidents that may impact corporate image	
Knowledge	<ul style="list-style-type: none"> Public relations strategies Objectives of campaigns Details of public relations campaigns Campaign schedule Methods to analyse data Social listening and/or monitoring tools 	<ul style="list-style-type: none"> Public relations strategies Objectives of campaigns Details of public relations campaigns Campaign schedule Methods to analyse data Social listening and/or monitoring tools 	<ul style="list-style-type: none"> Brand identities Public relations strategies Target audience of public relations activities Components of budgets Public relations tactics Public relations tools Messages to be communicated Possible media options Legal, regulatory, ethical and socio-cultural considerations related to public relations plans Types of crises 	<ul style="list-style-type: none"> Brand identities Public relations strategies Target audience of public relations activities Components of budgets Public relations tactics Public relations tools Messages to be communicated Possible media options Legal, regulatory, ethical and socio-cultural considerations related to public relations plans Types of crises 	<ul style="list-style-type: none"> Brand identity Objectives of public relations Factors to consider when identifying public relations needs Target audience of public relations strategies Public relations campaign trends Public relations tools Considerations when interacting with media Legal, regulatory, ethical and socio-cultural considerations related to public relations plans Public relations campaign evaluation tools and methods Types of crises 	
Abilities	<ul style="list-style-type: none"> Coordinate public relations campaign activities Collect data pertaining to campaign effectiveness evaluation 	<ul style="list-style-type: none"> Coordinate public relations campaign activities Arrange campaign schedule Collate and present campaign effectiveness results 	<ul style="list-style-type: none"> Execute public relations campaigns in alignment to brand positioning strategies, operational plan and budget Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plan Provide suggestions to 	<ul style="list-style-type: none"> Develop operational plan to achieve campaign objectives Develop detailed public relations campaign Recommend potential communications tools to effectively reach out to target Refine campaign to enhance its effectiveness Manage public relations 	<ul style="list-style-type: none"> Establish public relations campaign objectives Evaluate performance of public relations campaigns in meeting brand management objectives Spearhead crisis communications plans Monitor and evaluate campaign performance and effectiveness in 	

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			<p>improve public relations campaign effectiveness</p> <ul style="list-style-type: none"> • Monitor and assess organisation's reputation on social media 	<p>implementation plan to support campaign objectives</p> <ul style="list-style-type: none"> • Manage campaign budget • Manage crisis communications 	<p>accordance with performance measures to further refine operational plan</p> <ul style="list-style-type: none"> • Evaluate target stakeholders response to determine effectiveness of the campaign 	
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