

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

<b>TSC Category</b>	Risk Management, Governance and Regulatory Compliance					
<b>TSC</b>	Crisis Communication					
<b>TSC Description</b>	Establish and execute crisis communication plans to relay essential messages to stakeholders within the broader context of business continuity and crisis management					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
				<b>STP-ERM-4002-1.1</b>	<b>STP-ERM-5002-1.1</b>	
				Execute crisis communication management plans	Establish crisis communication management plans	
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>• Readiness checklists for crisis management</li> <li>• Communication plans for crisis management</li> <li>• Record-keeping for crisis communications</li> <li>• Crisis communication techniques</li> <li>• Principles for media handling during crises</li> </ul>	<ul style="list-style-type: none"> <li>• Components of crisis communication plans</li> <li>• Crisis communication team composition</li> <li>• Crisis communication strategies and procedures</li> <li>• Action plans to deliver crisis messages</li> </ul>	
<b>Abilities</b>				<ul style="list-style-type: none"> <li>• Form a crisis communications team to manage communication processes during disruptive events</li> <li>• Implement action steps prior to delivering key messages internally or externally in accordance with communication plans</li> <li>• Assist in implementing action steps for delivering key messages to the public during disruptive events</li> <li>• Communicate and advocate business continuity strategies and</li> </ul>	<ul style="list-style-type: none"> <li>• Identify relevant stakeholders of disruptive events and relevant messages to be communicated</li> <li>• Formulate crisis management communication strategies and procedures to guide the development of crisis communication plans</li> <li>• Formulate key messages for relevant stakeholders to manage disruptive events in accordance with crisis management plans</li> <li>• Set up crisis communication plans to</li> </ul>	

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				plans to relevant stakeholders • Ensure proper record-keeping of communications prior to and post-crises	disseminate business continuity strategies and plans to relevant stakeholders • Formulate action plans to deliver key messages in accordance with crisis communication plans	
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