

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Executive Leadership					
<b>TSC</b>	Organisation Representative					
<b>TSC Description</b>	Represent the organisation positively, communicate key messages in various forums and events and adapt communication styles to suit audience expectations					
<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>HAS-CFC-6028-1.1-1</b>
						Drive the identification of key communication messages and dissemination channels and deliver messages to the intended audience to achieve desired outcomes
<b>Knowledge</b>						<ul style="list-style-type: none"> <li>• Communications objectives</li> <li>• Communication strategies to meet organisational goals and objectives</li> <li>• Types of communication techniques and channels appropriate for developing networks and disseminating information regarding organisational activities, services and programmes</li> <li>• Legal and ethical considerations when communicating with various stakeholders</li> <li>• Local and global business environment trends and issues and implications on organisation</li> <li>• Communication and facilitation methods with internal and external stakeholders</li> <li>• Responsibility of key spokesperson for the organisation</li> </ul>

						<ul style="list-style-type: none"> <li>• Implications and impact of media relationships on employees and the organisation</li> </ul>
<b>Abilities</b>						<ul style="list-style-type: none"> <li>• Identify organisational issues or key messages for communication to meet organisational needs</li> <li>• Select target groups and research their expectations to determine message positioning</li> <li>• Determine the most appropriate communication platforms and channels for the intended messages and audiences</li> <li>• Develop networks and contacts to assist with communication</li> <li>• Review materials to support communication</li> <li>• Adapt communication styles to suit audience expectations to achieve success delivery of communication messages</li> <li>• Maintain integrity of self and organisation throughout communication and promotional activities</li> </ul>