<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Public Relations</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Mass Communications Management</td>
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<tr>
<td>TSC Description</td>
<td>Establish and maintain effective internal and external communication channels to ensure timely dissemination of information to stakeholders</td>
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### TSC Proficiency Description

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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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<th>Level 3</th>
<th>Level 4</th>
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#### Knowledge

- Target audience of mass communications
- Mass communications tools
- Data collection methods for mass communications effectiveness evaluation
- Mass communications trends
- Target audience of mass communications
- Mass communications tools
- Expected outcomes of mass communications
- Considerations when interacting with media in mass communications
- Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans
- Mass communications strategies
- Target audience of mass communications
- Critical success factors of mass communications
- Trends of mass communications campaigns
- Activities to improve or maintain organisational and/or product images
- Mass communications tools
- Expected outcomes of mass communications
- Considerations when interacting with media in mass communications
- Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans
- Brand management and marketing communications strategies
- Factors to consider when identifying mass communication needs
- Trends of mass communications campaigns
- Target audience of mass communications
- Critical success factors of mass communications
- Expected outcomes of mass communications
- Mass communications campaign evaluation tools and methods
- Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans

#### Abilities

- Support mass communications campaign execution
- Analyse data to support mass communications campaign development
- Conduct research to support mass communications
- Execute mass communications campaigns
- Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans
- Develop mass communications plans and campaigns
- Develop detailed mass communications plans
- Manage teams to execute mass communications campaigns or programmes
- Identify mass communications needs to maintain and enhance product images and positioning
- Develop mass communications strategies in consultation with relevant stakeholders

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<thead>
<tr>
<th>Campaign Development</th>
<th>Technical Skills and Competencies (TSC) Reference Document</th>
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<tbody>
<tr>
<td>Gather and document information for analysis and dissemination according to established mass communications strategies</td>
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<td>Assess mass communications strategies to evaluate effectiveness</td>
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<td>Oversee mass communications plans to meet mass communications needs</td>
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<td>Evaluate mass communications outcomes</td>
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<td>Propose follow-up actions</td>
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