### Public Relations Campaign Management

**TSC Category:** Public Relations

**TSC Description:** Formulate and oversee organisations' public relations (PR) strategies and plans

#### TSC Proficiency Description

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Abilities</th>
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</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
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<tr>
<td>Assist and participate in public relations activities according to established strategies and consolidate information to support production of reports</td>
<td>Coordinate public relations campaign activities</td>
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<tr>
<td>Implement public relations activities according to established strategies and produce reports in support of measuring effectiveness of portraying desired corporate image</td>
<td>Collect data pertaining to campaign effectiveness evaluation</td>
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<tr>
<td>Determine public relations needs, evaluate public relations strategies and guide follow-up actions in maintaining corporate image</td>
<td>Execute public relations campaigns in alignment to brand positioning strategies, operational plan and budget</td>
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<td>Review internal and external information relevant to the organisation's public relations needs, develop PR roadmap, and cascade information to teams</td>
<td>Develop operational plan to achieve campaign objectives</td>
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<td>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</td>
<td>Establish public relations campaign objectives</td>
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#### Knowledge

- Public relations strategies
- Objectives of campaigns
- Details of public relations campaigns
- Campaign schedule
- Methods to analyse data
- Social listening and/or monitoring tools
- Brand identities
- Public relations strategies
- Objectives of campaigns
- Details of public relations campaigns
- Campaign schedule
- Methods to analyse data
- Social listening and/or monitoring tools
- Public relations tactics
- Social listening and/or monitoring tools
- Messages to be communicated
- Possible media options
- Legal, regulatory, ethical and socio-cultural considerations related to public relations plans
- Types of crises
- 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

#### Abilities

- Coordinate public relations campaign activities
- Collect data pertaining to campaign effectiveness evaluation
- Coordinate public relations campaign activities
- Arrange campaign schedule
- Collate and present campaign effectiveness results
- 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
- 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
- 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
<table>
<thead>
<tr>
<th><strong>SKILLS FRAMEWORK FOR RETAIL</strong></th>
<th>TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>improve public relations campaign effectiveness</strong></td>
<td><strong>implementation plan to support campaign objectives</strong></td>
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<tr>
<td>• Monitor and assess organisation's reputation on social media</td>
<td>• Manage campaign budget</td>
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<td>• Manage crisis communications</td>
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<td><strong>accordance with performance measures to further refine operational plan</strong></td>
<td><strong>Evaluate target stakeholders response to determine effectiveness of the campaign</strong></td>
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