

Marketing and Communication > Corporate Communication

Title	Manage crisis communication
Code	106649L6
Range	Providing information regarding to crisis faced by the bank. This applies to crisis of different kinds and communication to different stakeholders, such as management, shareholders, clients, employees and the public, etc.
Level	6
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Demonstrate professional knowledge in crisis communications                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate professional knowledge in public relations in order to design measures to protect the image of the bank</li> <li>• Evaluate the situations of the crisis in order to determine information to be released</li> </ul> </li> <li>2. Evaluate the crisis                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate the scope of the crisis and identify the impacts</li> <li>• Conduct investigation in order to understand how and why the crisis happened</li> <li>• Monitor the development of the crisis to obtain latest information and gather facts</li> </ul> </li> <li>3. Develop crisis communication plan                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Cooperate with management to determine the content, timing and channels for communicating the crisis</li> <li>• Establish a unified response and designate a spokesperson to communicate the statements to the media and the public</li> <li>• Tailor the messages to different audience</li> <li>• Centralise all enquires received in order to provide consistent responses</li> <li>• Inform relevant parties of changes of the events</li> <li>• Develop the response and keep the message simple, clear and consistent</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Managing the communications plan during crises and successfully minimise damage to the bank's reputation.</li> </ul>
Remark	