

Marketing and Communication > Corporate Communication

Title	Handle media / public relations
Code	106652L4
Range	Handling communication with the media and public. This applies to communication with different forms of media and in different channels.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Understand practices in media / public relations</p> <p>Be able to:</p> <ul style="list-style-type: none"> Summarise major theories and practices in communication for handling relationships with external parties Identify relevant stakeholders (e.g. key interest groups, professional associations, unions) who are interested in the bank's direction for planning the public relation strategy <p>2. Liaise with the media</p> <p>Be able to:</p> <ul style="list-style-type: none"> Maintain effective and positive working relationship with different media partners and stakeholders, e.g. clients, employees, public interest groups, etc. Produce press release and prepare media kits pertaining to the bank's events and release to the media to arouse public interest and enhance brand awareness Monitor the media for publications or reports related to the bank and senior executives and check whether the bank is portrayed in a positive way <p>3. Communicate with external parties</p> <p>Be able to:</p> <ul style="list-style-type: none"> Act as the first point of contact to all media and enquires from the public Respond to enquiries / requests for information from media and/or designate an appropriate spokesperson to respond on behalf of the bank Develop the stance of the bank in response to different events in accordance with the direction of the management Review and update information on company internet web pages
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Communicating with external parties, such as media and the public to successfully portray and promote a positive image of the bank.
Remark	