

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Handle digital marketing public relations crises
Code	110966L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for handling digital marketing public relations.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Possess knowledge of digital marketing public relations crises</p> <ul style="list-style-type: none"> • Identify the background and types of potential public relations crises • Examine the principles of handling public relations crises • Examine the process of handling public relations crises <p>2. Handle digital marketing public relations crises</p> <ul style="list-style-type: none"> • Use network monitoring systems to track information about the enterprise on different electronic channels in a timely manner • Use information management systems to review and establish the enterprise's external information release and identify potential public relations crises • According to the established internal guidelines for handling public relations crises, unify the response statements • Monitor the development of events and public reactions to reduce negative impacts • Review the overall process for handling crises and make improvement suggestions <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Monitor event information and trends to handle public relations crises in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying the accuracy of information, analyse event content, and identify potential public relations crises • Capable of handling public relations crises, review related processes, and make improvement suggestions
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