

**Unit of Competency****Functional Area: Sales and Marketing**

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| Title      | Perform public relations crisis management   |
| Code       | 105063L5   |
| Range      | This unit of competency (UoC) is applicable to staff responsible for public relations in the retail industry. It involves non-routine work and requires judgment and analysis. It covers the abilities to make prompt responses during crisis management and formulate contingency plans for crisis management for the company in order to reduce the effect on customers and business partners and resume normal operation as soon as possible.   |
| Level      | 5  |
| Credit     | 6 (for reference only)   |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Crisis management theories <ul style="list-style-type: none"> <li>• Understand crisis management theories</li> <li>• Understand the organization's crisis management and its principles and procedures for handling public relations</li> <li>• Understand the coverage and effectiveness, etc. of information released by different media (press conference, newspaper, television, radio, etc.)</li> <li>• Understand the importance of effective communication in the occurrence of crises and master various kinds of communication skills and their strengths and weaknesses, e.g.: <ul style="list-style-type: none"> <li>• Public speeches</li> <li>• Media interviews and introduction</li> <li>• Negotiation skills</li> </ul> </li> <li>• Understand the operation mode, process and crises of retail business that likely occur e.g. product safety issues</li> <li>• Understand the consequences of inappropriate crisis management</li> <li>• Master crisis assessment and risk management theories and skills e.g. <ul style="list-style-type: none"> <li>• Risks of life, properties and environment</li> <li>• Risks of corporate image and business reputation</li> <li>• Macro-environmental effects of the society, e.g. economy, politics, etc.</li> </ul> </li> <li>• Understand the manpower and resources required, organization and format of guidelines or instruction in the process of crisis management</li> </ul> </li> <li>2. Perform PR crisis management <ul style="list-style-type: none"> <li>• Perform risk assessment for the crisis and formulate crisis management policies <ul style="list-style-type: none"> <li>• Identify potential risks and their reasons, and perform risk assessment</li> <li>• Analyze limitation of crisis management and responses made</li> <li>• Formulate crisis management policies, e.g. contingency plans, follow-up work, etc.</li> <li>• Define the role of different parties, structure and way of communication in crisis management</li> </ul> </li> <li>• Formulate an appropriate plan for media releases in accordance with the organization's policies and legal requirements <ul style="list-style-type: none"> <li>• Release clear and relevant content that addresses to the target group</li> <li>• Timely disseminate information by established communication channels</li> <li>• Protect information about the rights of various stakeholders</li> <li>• Maintain a professional manner and apply appropriate interpersonal skills during media interviews</li> </ul> </li> <li>• Implement crisis management policies <ul style="list-style-type: none"> <li>• Implement crisis management policies promptly in accordance with the organization's established procedures and code of practice, and make appropriate adjustments for individual conditions</li> <li>• Confirm the response priorities of various stakeholders, and provide timely and accurate information for affected business partners and operating departments</li> <li>• Implement the plan for media releases</li> </ul> </li> <li>• Monitor the progress of crisis response and management, and properly adjust crisis management strategies as needed</li> <li>• Implement subsequent crisis follow-up work, including: <ul style="list-style-type: none"> <li>• Review and assess the effectiveness of crisis management, give appropriate improvement suggestions, and record and file related information</li> <li>• Report details of the incident to all stakeholders</li> <li>• Activate remedial measures (e.g. resumption of operation, remedial plans)</li> </ul> </li> </ul> </li> <li>3. Exhibit professionalism <ul style="list-style-type: none"> <li>• Protect the overall benefit of the organization, customers and business partners in crisis management</li> </ul> </li> </ol> |

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| Assessment<br>Criteria | The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"><li>• Promptly respond to and handle public relations crises in accordance with the organization's crisis management policies and procedures and make proper adjustments for special conditions to reduce damage to corporate image; and</li><li>• Properly implement crisis follow-up work, review the effectiveness of crisis management policies and give appropriate improvement suggestions.</li></ul> |
| Remark                 |   |