

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Strategic and ESG Management

Title	Promote public relations crisis management policy
Code	111226L4
Range	This unit of competency (UoC) is applicable to management staff in the retail industry. Practitioners have the ability to apply professional skills and methods to prevent public relations (PR) crises. Foster PR crisis management policy in related functional area in the occurrence of crises, and ensure that the team understands the relevant policy, principles and procedures.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the trends in crisis management</p> <ul style="list-style-type: none"> • Understand the types and characteristics of corporate risks (e.g, cybersecurity, regulatory changes) • Understand the overall system and implementation mechanism of risk and crisis management • Understand the importance of effective communication in the occurrence of crises and master various kinds of communication skills and their strengths and weaknesses, such as: <ul style="list-style-type: none"> ○ Public speeches ○ Media interviews ○ Negotiation skills • Understand the organisation’s PR crisis management policy, principles and procedures <p>2. Promote PR crisis management policy</p> <ul style="list-style-type: none"> • Assist the team to understand the organisation’s PR crisis management policy <ul style="list-style-type: none"> ○ Review the implementation of relevant policy with the team regularly (e.g. risk assessment checklists) ○ Explain any revisions to relevant policy, principles, and procedures to the team before they are made, to ensure that the team understands the new content and effective date • Promote PR crisis management policy and procedures in related functional area <ul style="list-style-type: none"> ○ Ensure that the organisation’s established PR crisis management policy and procedures are in place, and make appropriate adjustments for individual conditions (e.g. when the suspected product may pose a major threat to public health, buy time for an initial response) ○ Confirm the response priorities of various stakeholders, and provide timely and accurate information for affected business partners and operating departments ○ Implement the plan for media releases <ul style="list-style-type: none"> ▪ Write clear and relevant content that addresses to the target group ▪ Disseminate information timely through established communication channels and protect information about the rights of various stakeholders ▪ Maintain a professional manner (e.g. maintaining civility in a complicated environment) and apply appropriate interpersonal skills during media interviews <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Protect the overall benefits of the organisation, customers and business partners in crisis management

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	<ul style="list-style-type: none">• Encourage employees to face crises head-on, and cultivate a culture of proactively reporting potential hazards, unsafe behaviours, and near-miss incidents
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Respond to and handle PR crises in accordance with the organisation's crisis management policy and procedures, and make proper adjustments for special conditions to reduce damage to corporate image; and• Implement the plan for media releases effectively, disseminate information timely and protect information about the rights of various stakeholders.
Remark	This UoC is adopted from 105063L5. The UoC title is revised.