

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Strategic and ESG Management

Title	Formulate crisis management policies in public relations for relevant areas of work, and monitor the progress of responding to and handling crisis
Code	111227L5
Range	This unit of competency (UoC) is applicable to managerial staff in the retail industry. Practitioners have the ability to formulate crisis management policies in public relations for the organisation in order to reduce the effect on customers and business partners during crises and resume normal operation as soon as possible.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Analyse crisis management theories</p> <ul style="list-style-type: none"> • Understand crisis management theories • Understand the organisation's crisis management and its principles and procedures for handling public relations • Analyse the coverage and effectiveness, etc. of information released by different media (press conference, newspaper, television, radio, online discussion forums, etc.) • Analyse the operation mode, process and crises of related functional area that likely occur • Master crisis assessment and risk management theories and skills e.g.: <ul style="list-style-type: none"> ○ Risks of life, properties and environment ○ Risks of corporate image and business reputation ○ Macro-environmental effects of the society, e.g. economy, politics, etc. • Review the manpower and resources required, organisation and format of guidelines or instruction in the process of crisis management <p>2. Formulate crisis management policies in public relations for relevant areas of work, and monitor the progress of responding to and handling crisis</p> <ul style="list-style-type: none"> • Perform risk assessment for the crisis and formulate crisis management policies and procedures for relevant areas of work <ul style="list-style-type: none"> ○ Identify potential risks and their reasons, and perform risk assessment ○ Analyse limitation of crisis management and responses made ○ Formulate contingency plans for crisis management, follow-up work, etc. and define the role of different parties, structure and way of communication in crisis management ○ Formulate an appropriate plan for media releases in accordance with the organisation's policies and legal requirements (e.g. Personal Data (Privacy) Ordinance, Sex Discrimination Ordinance) • Monitor the progress of crisis response and management • Adjust crisis management strategies properly as needed (e.g. verbal response first, then written statement) • Implement subsequent contingency plans for crisis management and follow-up work, including: <ul style="list-style-type: none"> ○ Review and assess the effectiveness of crisis management, give appropriate improvement suggestions, collect and file related information (e.g. different media reports on the event) ○ Report details of the incident to all stakeholders ○ Activate remedial measures (e.g. resumption of operation, remedial plans)

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	<p>3. Exhibit professionalism</p> <ul style="list-style-type: none">• Ensure that the crisis management policies in public relations protect the overall benefit of the organisation, customers and business partners
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none">• Formulate effective crisis management policies in public relations and procedures for the organisation to respond to and handle public relations crises and make proper adjustments for special conditions to reduce damage to corporate image; and• Review the effectiveness of crisis management policies and procedures in public relations, and give appropriate improvement suggestions.
Remark	<p>This UoC is adopted from 105063L5. The UoC title is revised.</p>