

PUBLIC RELATIONS

CREATIVE INDUSTRIES WORKFORCE SKILLS QUALIFICATIONS – MEDIA & COMMUNICATIONS | COMPETENCY MAP

INTRODUCTION | PUBLIC RELATIONS COMPETENCY MAP

INTRODUCTION TO THE PUBLIC RELATIONS COMPETENCY MAP

The Public Relations Competency Map is part of the Creative Industries Workforce Skills Qualification (WSQ) Framework, which comprises 26 competency maps covering three Creative Industries clusters of Arts and Culture, Design, and Media and Communications.

ARTS AND CULTURE	DESIGN	MEDIA AND COMMUNICATIONS
<ul style="list-style-type: none"> Creative Practice Cultural Heritage Events Management Performing Arts Technical Theatre Visual Arts 	<ul style="list-style-type: none"> Architecture Exhibition Design Interior Design Industrial Design Visual Communication 	<ul style="list-style-type: none"> Advertising Broadcast Direct & Interactive Marketing Digital Media – Animation Digital Media – Games Development Film & Television Library & Information Services Media Music Public Relations Printing Publishing – Book Publishing – Magazine Publishing – Web

Each competency map of the Creative Industries WSQ Framework has been endorsed by Manpower Skills and Training Council that has been set up to steer the training and development of professionals in the Creative Industries.

This Public Relations Competency Map provides an overview of the competencies required of different functions and job roles for the Public Relations profession. The development of the Public Relations Competency Map was guided by the Public Relations Key Purpose (IKP) and it was developed after detailed consultation with representatives from the following media agencies: Barr & Chan Communications Pte Ltd, Institute Of Public Relations Of Singapore, Golin Harris International Pte Ltd, Majic Communications Pte Ltd, NBS Consulting Pte Ltd, Rice Communications Pte Ltd, and Shell Eastern Petroleum (Pte) Ltd.

Each of the competency units listed in this competency map are further developed into competency standards that provide information on the expected work activities, expected work outcomes and skills and knowledge required of a person to perform the work activities addressed by the competency standards. The competency units are further grouped together into qualifications to provide competency progression pathways for Public Relations professionals.

INTRODUCTION | PUBLIC RELATIONS COMPETENCY MAP

The Public Relations Competency Map serves as a resource for employers and individuals to chart training and development and career development pathways and for training providers to identify potential training programmes to develop and deliver.

The details of the competency standards and qualifications documents are recorded in separate documents from the Public Relations Competency Map and should be read together to serve the needs of employers, individuals and training providers.

The Public Relations Competency Map would be reviewed on a regular basis (i.e., at least every three years). This will help to ensure that the Public Relations Competency Map is current and continually meet industry needs.

CONTENTS

Introduction Public Relations Competency Map	2
Industry Key Purpose	4
Organisation Structure	5
Competency Category	6
Client Services Competencies	9
Communication Services Competencies	13
Generic / Cross-Sectoral WSQ Framework Competency Units Adoption	18
Version Control	19

INDUSTRY KEY PURPOSE | PUBLIC RELATIONS

Industry Key Purpose

The Industry Key Purpose describes what the industry delivers in terms of product and services meeting the needs of industry, the attributes/attitudes of workforce, and the aspirations of the industry. The Key Industry Purpose provides guidance and direction in the development of the competency map and identification of competency units so as to ensure that the competency units listed in the competency map would help the industry to achieve its industry key purpose.

Public Relations Industry Key Purpose: **To improve on public communications competency and delivery standard, enhance the quality of information and content dissemination for the enrichment of society**

ORGANISATION STRUCTURE | PUBLIC RELATIONS

Public relations Organisation Structure				
<p>The Public Relations Organisation Structure provides an overview of the various functions and job roles within a typical Public Relations firm. Competency Units are identified and sorted based on the functions, job role and WSQ qualifications level, to enable identification and development of appropriate training and development interventions by employers, individuals and training providers and to enable planning of progression and development pathways.</p>				
WSQ Qualifications Levels / WSQ Competency Level		Functions in a Public Relations Firm		
		Client Services	Communication Services	
WSQ Graduate Certificate	6	Job Roles	<ul style="list-style-type: none"> • Managing Director (MD) / Vice President (VP) / Executive Director 	<ul style="list-style-type: none"> • Communications and Public Relations (PR) Director
WSQ Specialist Diploma	5		<ul style="list-style-type: none"> • Practice Director • Group Account Director / Account Director 	<ul style="list-style-type: none"> • Deputy Communications Director • Press Secretary • Public Affairs Manager
WSQ Diploma	4		<ul style="list-style-type: none"> • Account Manager / Senior Account Manager / Senior Consultant • Analyst Relations Manager (Financial and Technical) • Digital Media Strategist 	<ul style="list-style-type: none"> • Media Relations Manager • Brand Manager • Investor Relations Manager • Marketing Communications Manager • Corporate Communications Manager
WSQ Advanced Certificate	3		<ul style="list-style-type: none"> • Senior Account Executive / Consultant • Social Media Executive • Account Executive 	<ul style="list-style-type: none"> • Events Executive • Community Relations Executive • Publications Executive • Marketing Communications Executive

WSQ Qualifications Level: There are four levels of WSQ qualifications in the Public Relations Competency Map. Each level indicates the corresponding complexity of knowledge, depth of skills and accountability that the job role demands.

Functions: Functions are not meant to be equivalent to Departments. Functions indicate the typical broad work areas in a Public Relations firm.

Job Roles: Job roles are not meant to be equivalent to Job Titles. An individual holding a job title of “Events Executive” may be involved a number of job roles such as account / project management.

COMPETENCY CATEGORY | PUBLIC RELATIONS

Competency Categories	
<p>The Competency Category indicates the functional nature of the skills and knowledge identified under a competency unit. The competency categories that are found within the Creative Industries WSQ framework and relevant to the Public Relations Competency Map and their descriptors are presented below.</p>	
<p><u>Advertising (AD)</u> Covers skills and knowledge required for strategy, programming and production, copywriting, promotion and sales, and research and planning to meet the needs of the advertising brief for the client.</p>	<p><u>Human Resource (HR)</u> Covers the activities of recruitment, pay, performance management, promotions, management relations and planning in an effective, legal, fair, and consistent manner</p>
<p><u>Business Management (BM)</u> Covers the knowledge, skills and understanding effectively to manage project with a business idea.</p>	<p><u>Innovation Management (IM)</u> Implement strategies for business innovation and institutionalising innovative practices in organisations</p>
<p><u>Business Operations (BO)</u> Covers the activities involved in the running of a business for the purpose of producing goods / services and creating value.</p>	<p><u>Information Management (INF)</u> Covers skills and knowledge required for collecting and disseminating information</p>
<p><u>Change and Innovation (CI)</u> Covers skills and knowledge required for inspiring an environment to encourage change and innovation within the working environment.</p>	<p><u>Market Research (MR)</u> Covers the process of systematic gathering, recording and analysing of data about customers, competitors and the market.</p>
<p><u>Copyright, Licensing and Intellectual Property Rights (CLR)</u> Covers skills and knowledge required for negotiating, protecting and avoiding exploitation of intellectual property and creative work</p>	<p><u>Marketing and Promotion (MPR)</u> Covers skills and knowledge required for conceptualising, designing, implementing opportunities for maximising sales and promotion of goods, services and people.</p>
<p><u>Communications (COM)</u> This covers the transmission of thoughts, ideas and feelings from one mind to another to accomplish tasks and to achieve goals.</p>	<p><u>Networks (NET)</u> Covers making relationships with people in other departments, organisations and industries in order to maintain currency of industry knowledge, gain market insight and explore opportunities for partnerships and joint working.</p>
<p><u>Events Management (EM)</u> Covers skills and knowledge required for planning, developing, realising and managing an event</p>	<p><u>Planning and Process (PL)</u> Covers service process, system design and improvement, and deployment of planned service initiatives and resource management</p>
<p><u>Finance (FIN)</u> Covers skills and knowledge required for basic budgeting to offering full coverage of financial operations within an organisation.</p>	<p><u>Project Management (PM)</u> Covers organising and managing resources in such a way that the project is completed within defined scope, quality, time and cost constraints.</p>

COMPETENCY CATEGORY | PUBLIC RELATIONS

Competency Categories	
<p><u>Public Relations (PR)</u> Covers the managing of outside communication of an organisation or business to create and maintain a positive image including popularising successes, downplaying failures and announcing changes.</p>	<p><u>Sales and marketing (SM)</u> Understand the organisation's products/ services and business environment (both domestic and international). Develop and implement strategies to promote the sale of the products/ services</p>
<p><u>Quality Management (QM)</u> Covers methods for ensuring that all the activities necessary to design, develop and implement a product or service are effective and efficient with respect to the system and its performance.</p>	<p><u>Strategy Planning and Implementation (SPI)</u> Develop business strategies and plans aligned with organisational objectives, make strategic decisions and implement action plans to achieve long-term goals</p>
<p><u>Research (RES)</u> Covers using gathering, analysing and interpreting information relevant to a specific area of enquiry.</p>	<p><u>Strategy (STR)</u> Covers long term plan of action designed to achieve the vision and goals of the organisation.</p>

COMPETENCY CATEGORY | PUBLIC RELATIONS

Competency Units

Competency unit: A competency unit represents a set of work activities that can be undertaken by an individual, and the skills, knowledge and abilities associated with the work activities that can be used to certify an individual's competence in performing the set of work activities

Competency unit code: A competency unit code is assigned to each competency unit to identify the WSQ framework and competency category that the competency unit originates from. The competency unit code also identifies the WSQ qualifications level that is associated with the competency unit providing an indication of the level of complexity of skills and knowledge required under the competency unit.

For example, for a competency unit coded as CI-PR-501S-0 :

- 'CI' indicates that the competency unit originates from the Creative Industries WSQ framework;
- 'PR' indicates that the competency unit originates from the competency category of "Public Relations" competency category; '5' indicates that it is pegged to WSQ qualifications level 5 which is WSQ Specialist Diploma level;
- '01' is the serial number assigned to the competency unit;
- 'S' indicates that the competency unit is usually a specialization unit when used by an individual to achieve a WSQ qualification, other types of units include core units ('C') and elective units ('E'); and
- '0' indicates the version number of the competency unit which would increase as the competency unit is reviewed at every review cycle.

The competency units of the Public Relations Competency Map are presented according to the Functions in a Public Relations Firm in subsequent sections:

- Client Services
- Communications Services

CLIENT SERVICES | COMPETENCIES

PUBLIC RELATIONS COMPETENCY MAP

CLIENT SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Managing Director (MD) / Vice President (VP) / Executive Director	CI-FIN-503C-0	Formulate, develop and manage a financial system suitable for the scale of operation	CI-PR-601E-0	Manage the resolution of problems
		CI-MPR-601S-0	Build stakeholder relationships	CI-STR-602C-0	Provide leadership across the organization *
		CI-NET-601E-0	Build international business networks *		
		CI-NET-602E-0	Develop and manage business partnership in a project *		
5	Practice Director	CI-FIN-502E-0	Develop and manage budgets and financial plans *	BM-IM-501E-1	Facilitate innovation process within the organisation *
		CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams	BM-PM-411E-1	Manage project knowledge and communication *
		CI-PM-303S-0	Contribute to identifying risk and applying risk management processes	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-PR-501S-0	Identify emerging trends and business opportunities in the communications sector	CI-STR-601C-0	Develop, implement and review a business / strategic plan
		CI-PR-601S-0	Formulate and coordinate issues management strategies		
		CI-STR-602C-0	Provide leadership across the organisation *		
5	Group Account Director / Account Director	CI-MPR-513S-0	Establish the conceptual and stylistic direction for client projects	BM-IM-501E-1	Facilitate innovation process within the organisation *
		CI-MPR-606S-0	Manage the agency's portfolio of accounts	BM-PM-411E-1	Manage project knowledge and communication *
		CI-PR-501S-0	Identify emerging trends and business opportunities in the communications sector	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-PR-506S-1	Establish and develop media relationships *	CI-STR-601C-0	Develop, implement and review a business / strategic plan
		CI-PR-507S-0	Formulate and coordinate crisis management communication strategies		
		CI-STR-602C-0	Provide leadership across the organisation *		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework

CI Creative Industries WSQ Framework

FIN Finance Competency Category

IM Innovation Management Competency Category

MPR Marketing and Promotion Competency Category

NET Network Competency Category

PR Public Relations Competency Category

PM Project Management Competency Category

QM Quality Management Competency Category

STR Strategy Competency Category

CLIENT SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Account Manager / Senior Account Manager / Senior Consultant	BM-PM-302E-1	Apply project cost management techniques *	CI-BO-407C-0	Implement the effective delivery of the business plan
		BM-SPI-501E-1	Develop organisational strategies and policies *	CI-COM-401S-0	Speak effectively in public
		CI-BO-406S-0	Enable, develop and support growth of a client's business	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-BO-408S-0	Manage day to day activities within creative and production areas	CI-RES-406C-0	Conduct user trends research *
		CI-PR-411S-0	Formulate and coordinate public relations communications and assess the communication effects		
4	Analyst Relations Manager (Financial and Technical)	BM-SPI-501E-1	Develop organisational strategies and policies *	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-PR-401S-0	Present analyst relations plans and ideas for clients	CI-COM-401S-0	Speak effectively in public
		CI-PR-402S-0	Develop client reporting tools	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-PR-403S-0	Cultivate analyst relations	CI-RES-406C-0	Conduct user trends research *
		CI-RES-409S-0	Conduct audience research and monitor campaign effectiveness		
4	Digital Media Strategist	BM-SPI-501E-1	Develop organisational strategies and policies *	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-CI-303C-0	Originate, develop and communicate ideas in the workplace	CI-COM-401S-0	Speak effectively in public
		CI-FIN-306E-0	Manage budgets	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-PR-404S-0	Service the communications client	CI-RES-406C-0	Conduct user trends research *
		CI-RES-409S-0	Conduct audience research and monitor campaign effectiveness		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
BO Business Operations Competency Category
CI Change and Innovation Competency Category
COM Communications Competency Category
FIN Finance Competency Category

HR Human Resource Competency Category
PM Project Management Competency Category
PR Public Relations Competency Category
RES Research Competency Category
SPI Strategy, Planning, and Implementation Competency Category

CLIENT SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Senior Account Executive / Consultant	CI-AD-306S-0	Coordinate and evaluate provision of communication services	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-COM-305C-0	Provide counsel to communication clients	CI-COM-306E-0	Make presentations
		CI-HR-502E-0	Manage individual and team performance	CI-HR-210C-0	Work effectively with others
		CI-MPR-323C-0	Contribute to establishing new business / markets	CI-RES-307S-0	Track technology trends
		CI-PR-313C-1	Produce, receive, and act on public relations business communications *		
3	Social Media Executive	BM-SM-313E-1	Monitor social media platforms *	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-MPR-228S-0	Use social media tools and techniques for a range of activities	CI-COM-306E-0	Make presentations
		CI-MPR-302S-0	Determine effectiveness of social media campaign	CI-HR-210C-0	Work effectively with others
				CI-RES-307S-0	Track technology trends
3	Account Executive	CI-MPR-228S-0	Use social media tools and techniques for a range of activities	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-MPR-230S-1	Assist in managing media relations *	CI-COM-306E-0	Make presentations
		CI-PR-315S-0	Manage events *	CI-HR-210C-0	Work effectively with others
		CI-PR-316S-0	Formulate, coordinate and evaluate public relations communications *	CI-RES-307S-0	Track technology trends
		CI-PR-506S-1	Establish and develop media relationships *		
		CI-RES-207S-0	Provide research assistance		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
AD Advertising Competency Category
CI Change & Innovation Competency Category
COM Communications Competency Category

HR Human Resource Competency Category
MPR Marketing and Promotion Competency Category
PR Public Relations Competency Category
RES Research Competency Category
SM Sales and Marketing Competency Category

COMMUNICATIONS SERVICES | COMPETENCIES

PUBLIC RELATIONS COMPETENCY MAP

COMMUNICATIONS SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
6	Communications and Public Relations (PR) Director	CI-PR-603S-0	Formulate and produce strategies for international public relations programmes and activities	CI-PR-601E-0	Manage the resolution of problems
		CI-PR-605S-0	Plan and oversee public relations activities	CI-STR-602C-0	Provide leadership across the organisation *
		CI-PR-615S-0	Direct public affairs advice and services		
5	Deputy Communications Director	CI-BO-502E-0	Manage operational plan *	BM-IM-501E-1	Facilitate innovation process within the organisation *
		CI-CM-503S-0	Develop processes for the management of breaches in compliance requirements	BM-PM-411E-1	Manage project knowledge and communication*
		CI-PR-506S-1	Establish and develop media relationships *	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-QM-502E-0	Develop workplace learning that facilitates continuous improvement	CI-STR-601C-0	Develop, implement and review a business / strategic plan
5	Press Secretary	CI-PR-405S-0	Write and edit content for different channels used in communicating the organisation's message	BM-IM-501E-1	Facilitate innovation process within the organisation *
		CI-PR-506S-1	Establish and develop media relationships *	BM-PM-411E-1	Manage project knowledge and communication*
		CI-PR-507S-0	Formulate and coordinate crisis management communication strategies	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-PR-508S-0	Manage the reputation of your organisation	CI-STR-601C-0	Develop, implement and review a business / strategic plan

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
BO Business Operations Competency Category
CM Contract Management Competency Category
IM Innovation Management Competency Category

PM Project Management Competency Category
PR Public Relations Competency Category
QM Quality Management Competency Category
STR Strategy Competency Category

COMMUNICATIONS SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
5	Public Affairs Manager	BM-PM-304E-1	Apply project quality control procedures *	BM-IM-501E-1	Facilitate innovation process within the organisation *
		CI-PR-410S-0	Establish social, ethical, legal, and regulatory parameters for public relations activities	BM-PM-411E-1	Manage project knowledge and communication*
		CI-PR-506S-1	Establish and develop media relationships *	CI-QM-501C-0	Deliver and maintain products / services to standards agreed by the organisation and the customer
		CI-PR-508S-0	Manage the reputation of your organization *	CI-STR-601C-0	Develop, implement and review a business / strategic plan
4	Media Relations Manager	CI-EM-405S-0	Oversee and coordinate implementation of an event	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-PR-406S-0	Implement social, ethical, legal, and regulatory parameters for public relations activities	CI-COM-401S-0	Speak effectively in public
		CI-PR-411S-0	Formulate and coordinate public relations communications and assess the communication effects	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-PR-506S-1	Establish and develop media relationships *	CI-RES-406C-0	Conduct user trends research *
		CI-PR-508S-0	Manage the reputation of your organisation		
4	Brand Manager	BM-PM-304E-1	Apply project quality control procedures *	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-MR-404S-1	Assess demand for products and services *	CI-COM-401S-0	Speak effectively in public
		CI-MPR-420E-0	Manage visual merchandising projects	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-MPR-422E-0	Promote products and services *	CI-RES-406C-0	Conduct user trends research *
		CI-PR-415S-0	Develop integrated marketing communications for a specific event *		

*Competency Standard available

Legend of Competency Unit

BM Business Management WSQ Framework
CI Creative Industries WSQ Framework
BO Business Operations Competency Category
EM Events Management Competency Category
COM Communications Competency Category
HR Human Resource Competency Category

IM Innovation Management Competency Category
MR marketing Research Competency Category
PM Project Management Competency Category
PR Public Relations Competency Category
QM Quality Management Competency Category
STR Strategy Competency Category

COMMUNICATIONS SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
4	Investor Relations Manager	CI-PR-406S-0	Implement social, ethical, legal, and regulatory parameters for public relations activities	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-PR-411S-0	Formulate and coordinate public relations communications and assess the communication effects	CI-COM-401S-0	Speak effectively in public
		CI-RES-404S-0	Plan, analyse and present research information	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
				CI-RES-406C-0	Conduct user trends research *
4	Marketing Communications Manager	CI-MPR-421C-0	Profile the market to implement and monitor marketing activities *	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-MPR-422E-0	Promote products and services *	CI-COM-401S-0	Speak effectively in public
		CI-MR-404S-1	Assess demand for products and services *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-PR-415S-0	Develop integrated marketing communications*	CI-RES-406C-0	Conduct user trends research *
		CI-RES-404S-0	Plan, analyse and present research information		
4	Corporate Communications Manager	CI-PR-314S-0	Plan, develop and support crisis management*	CI-BO-407C-0	Implement the effective delivery of the business plan
		CI-PR-317S-0	Manage media relations *	CI-COM-401S-0	Speak effectively in public
		CI-PR-414S-1	Organise press conferences *	CI-HR-407C-0	Participate in, facilitate and promote effective working of individuals and teams
		CI-PR-405S-0	Write and edit content for different channels used in communicating the organisation's message	CI-RES-406C-0	Conduct user trends research *
3	Events Executive	CI-EM-306C-0	Coordinate and manage final preparation and set up of a major event comprising multiple components of an on-site operation	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-EM-308C-0	Manage the staging and operation of an event	CI-COM-306E-0	Make presentations
		CI-FIN-306E-0	Manage budgets	CI-HR-210C-0	Work effectively with others
		CI-PR-315S-0	Manage events*	CI-RES-307S-0	Track technology trends
		CI-PR-604S-0	Formulate public relations event management strategies and coordinate event management		

Legend of Competency Unit

CI Creative Industries WSQ Framework
BO Business Operations Competency Category
CI Chang & Innovation Competency Category
COM Communications Competency Category
EM Events Management Competency Category
FIN Finance Competency Category

HR Human Resource Competency Category
MPR Marketing & Promotion Competency Category
MR Marketing Research Competency Category
PR Public Relations Competency Category
RES Research Competency Category

*Competency Standard available

COMMUNICATIONS SERVICES | COMPETENCIES – PUBLIC RELATIONS

WSQ Qual Level	Job Roles	Competency Unit Code	Specialisation Competency Units	Competency Unit Code	Core Competency Units
3	Community Relations Executive	CI-AD-306S-0	Coordinate and evaluate provision of communication services	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-PM-303S-0	Contribute to identifying risk and applying risk management processes	CI-COM-306E-0	Make presentations
		CI-PR-313C-1	Produce, receive, and act on public relations business communications *	CI-HR-210C-0	Work effectively with others
		SV-PL-101C-1	Implement Operations for Service Excellence*	CI-RES-307S-0	Track technology trends
3	Publications Executive	CI-BO-311E-0	Maintain business resources	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-CLR-302E-1	Administer and manage the use of licensed copyright materials created *	CI-COM-306E-0	Make presentations
		CI-FIN-306E-0	Manage budgets	CI-HR-210C-0	Work effectively with others
		CI-INF-304C-0	Obtain information from external and networked sources to meet customer needs	CI-RES-307S-0	Track technology trends
		CI-PR-313C-1	Produce, receive, and act on public relations business communications *		
3	Marketing Communications Executive	CI-PR-313C-1	Produce, receive, and act on public relations business communications *	CI-CI-205E-0	Evaluate and adapt to a variety of technological changes
		CI-PR-405S-0	Write and edit content for different channels used in communicating the organisation's message	CI-COM-306E-0	Make presentations
		CI-PR-411S-0	Formulate and coordinate public relations communications and assess the communication effects	CI-HR-210C-0	Work effectively with others
				CI-RES-307S-0	Track technology trends

*Competency Standard available

Legend of Competency Unit

CI Creative Industries WSQ Framework
SV Service Excellence Competency Framework
AD Advertising Competency Category
BO Business Operations Competency Category
CI Chang & Innovation Competency Category
CLR Copyright, Licensing, Intellectual Property Rights
COM Communications Competency Category

FIN Finance Competency Category
HR Human Resource Competency Category
INF Information Management Competency Category
PL Planning and Process Competency Category
PR Public Relations Competency Category
RES Research Competency Category

GENERIC / CROSS-SECTORAL WSQ CU ADOPTION | PUBLIC RELATIONS

DEVELOPMENT OF T-SHAPED PROFESSIONALS IN PUBLIC RELATIONS - GENERIC / CROSS-SECTORAL WSQ FRAMEWORK COMPETENCY UNITS ADOPTION

Generic or cross-sectoral competencies refer to horizontal multi-disciplinary skills which workers serving in different occupations and job roles across different industries and sectors may apply in the course of their work. These competencies are encapsulated in WSQ frameworks such as Business Management (BM) and Leadership & People Management (LPM) WSQ.

Practitioners serving in the Creative Industries (CI) are expected to possess specialised job-specific competencies as well as a range of generic horizontal skills in functional areas including people management, communications and project management. To support their development into T-shaped professionals, appointed CI WSQ training partners (e.g. National CET Institute, CET Centres and Programme Partners) may adopt CUs from the BM and LPM WSQ frameworks for CI WSQ programme implementation on a modular, integrated or qualification basis, subject to fulfilling applicable WSQ accreditation and funding related requirements.

While selected BM and LPM WSQ CUs are already imported into the CI WSQ Competency Maps, the range of job roles and associated competencies in CI Industries continue to expand and evolve rapidly such that other generic skills-in-demand may not have been readily imported. The flexibility accorded will enable CI WSQ training partners to design and implement WSQ programmes rapidly to meet the holistic skills development needs of CI practitioners while maintaining the integrity of CI WSQ and the WSQ system as a whole.

VERSION CONTROL | PUBLIC RELATIONS

VERSION CONTROL

Version	Effective Date	Changes
1.0	February 2008	Initial Version
2.0	September 2012	First review version
2.1	March 2014	<ul style="list-style-type: none">• Inclusion of the following components into the competency map<ul style="list-style-type: none">• Introduction to Public Relations Competency Map• Industry Key Purpose• Competency Category• Update competency unit codes and titles of new/revised competency units• Replace expired Service Excellence (SV) competency unit “SV-CS-102G-0 Deliver service excellence (Operations)” with new competency under the revised Service Excellence Competency Framework (SVCF) “SV-PL-101C-1 Implement operations for service excellence”.