

Specification of Competency Standards
for the Retail
Unit of Competency

Functional Area - Strategic and ESG Management

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| Title | Implement public relations crisis management policy |
| Code | 111222L3 |
| Range | This unit of competency (UoC) is applicable to frontline staff in the retail industry. Practitioners have the ability to apply skills and methods to prevent public relations (PR) crises. Implement PR crisis management policy, principles and procedures in related functional area in the occurrence of crises. |
| Level | 3 |
| Credit | 4 |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of crisis management <ul style="list-style-type: none"> • Understand the composition and operation of corporate PR crisis • Master the common risk identification methods (e.g. root cause analysis, Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis) • Understand the benefits of resolving a PR crisis successfully and the consequences of mishandling • Master the mindset required to handle PR crises (e.g. fact check) 2. Implement PR crisis management policy <ul style="list-style-type: none"> • Initiate the risk identification process according to the established policies, principles and procedures of the organisation • Use data and common risk identification methods to identify the possibilities of various risks according to the instructions of the superior • Report the possibility of PR risk events to superiors and provide the basis for risk assessment and risk control • Implement PR crisis management policy, principles and procedures in various online and offline channels to help the organisation prevent or resolve crises 3. Exhibit professionalism <ul style="list-style-type: none"> • Report the possibility of potential hazards, unsafe behaviours and near-miss incidents to superiors proactively • Be able to remain calm and take effective actions in front of crises or risk events (e.g. be able to provide a verified basis for risk assessment and risk control within 10 minutes) |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Use data and common risk identification methods to identify the possibilities of various risks according to the instructions of the superior; and • Report the possibility of PR risk events to superiors and provide the basis for risk assessment and risk control. |
| Remark | |