

# Assessment Criteria:

## Public Relations (PR) Manager [ANZSCO 131114]

### Basis of assessment

The Australia and New Zealand Standard Classification of Occupations (ANZSCO) is the basis for the assessment of applicants' qualifications and experience required to perform specific jobs and what the tasks are that the applicant is expected to have performed in that occupation.

The Country Education Profiles (CEP) prepared by the Australian Government Department of Education are the basis for any educational assessment.

### Years of experience

Applicants must meet certain employment requirements depending on their educational background and the occupation being assessed.

If an applicant holds a Bachelor's or Master's degree that is highly relevant to the occupation being assessed and comparable to an equivalent AQF qualification, the applicant must demonstrate employment experience:

- in an PR-related role for at least three years; and
- in the role as Public Relations (PR) Manager for at least two years out of these three years.

If an applicant does not hold a bachelor's or Master's degree that is highly relevant to the occupation being assessed and comparable to an equivalent AQF qualification, the applicant must demonstrate employment experience:

- in an PR-related role for at least five years; and
- in the role as Public Relations (PR) Manager for at least two years out of these five years.

## Currency of industry skills

To demonstrate currency of skills and industry knowledge, applicants will need to provide evidence of at least **one-year** full-time (or part-time equivalent) paid employment relevant to the occupation being assessed in the past **five years**.

## Position Description/ Responsibilities

Public Relations Managers plan, organise, direct, control and coordinate the public relations activities within an organisation.

The applicant's employment experience as Sales & Marketing Managers must be consistent with the tasks outlined in the ANZSCO code:

- directing the development and implementation of sales strategies and setting sales targets in order to maximise an organisation's sales and customer loyalty
- directing the development and implementation of strategies to promote an organisation's goods and services to as many people as possible
- directing the development and implementation of strategies to generate increased consumption of an organisation's goods and services through the creation and reinforcement of 'brand image' or 'brand loyalty'
- directing the development and implementation of strategies to build and maintain an organisation's image and reputation with its customers, investors and the wider public.

## Specialisations/alternative Titles:

Specialisations:

- Community Relations Manager
- External Relations Manager
- Media Relations Manager

Alternative Titles:

- Communications Manager
- Corporate Affairs Manager
- Corporate Relations Manager
- PR Manager
- Public Affairs Manager

## Position and reporting lines

Dependent on the size of the organisation, business or geographical structure:

- The Public Relations (PR) Manager position held by the applicant must be the **most senior functional position** in your organisation or division for Public Relations.
- The applicant's responsibilities as Public Relations (PR) Manager must clearly be at a **strategic level** with decision-making authority in key PR related matters.
- The applicant is expected to have reported to either a member of the Senior Leadership Team (C-Suite/Executive-level managers) or the Head of a division/department or equivalent.
- The applicant is expected to supervise the direct reports' activities and monitoring their performance and development on an ongoing basis.

## Type of organisation

To be assessed as an Public Relations (PR) Manager for migration purposes, the size and complexity of the organisation will influence the assessment.

## Management & Leadership

The applicant must demonstrate management and leadership experience by referring to the IML Management Competency Framework on the next page and selecting one competence from each of the three areas:

1. Manage self
2. Manage and lead others
3. Manage and lead the business.

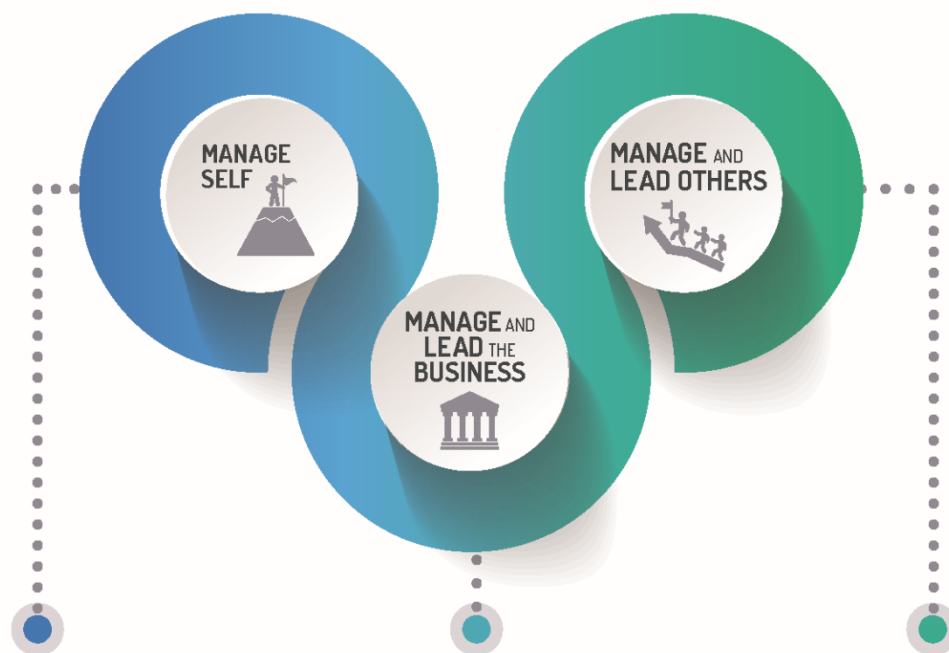
Applicants are encouraged to use the STAR method (Situation, Task, Action, and Result) to provide a specific example from their professional experience that demonstrates the competencies selected. The written response for each competency should be 500 words or less and should focus on:

- The specific situation or task that required the use of the competencies
- The actions taken by the applicant to manage and lead in the situation
- The results achieved as a result of those actions
- Reflection on what the applicant learned from the experience



# IML MANAGEMENT COMPETENCY FRAMEWORK

## 34 CORE COMPETENCIES



- Manage personal and professional development
- Manage time and priorities
- Communicate effectively
- Develop and maintain your professional networks
- Foster Emotional Intelligence and resilience
- Cultivate business acumen – Seeing the bigger picture
- Develop creative and innovative thinking
- Develop decision-making and problem-solving

- Provide leadership across the organisation
- Develop and implement your organisation's vision, values and culture
- Facilitate and manage innovation, change and continuous improvement
- Manage operational and strategic plans
- Provide governance
- Manage financial resources
- Manage human resources
- Promote equality of opportunity, diversity and inclusion
- Manage physical and technical resources
- Manage information and knowledge
- Manage business operations and projects
- Manage procurement
- Manage sales and marketing
- Manage customer service
- Manage quality and performance

- Lead your team and area of responsibility
- Develop individuals
- Provide coaching and mentoring
- Develop high performing teams
- Delegate effectively
- Develop and sustain collaborative internal and external relationships
- Manage people performance
- Manage conflict
- Recruit, select, induct and retain people
- Develop influence and negotiation skills
- Manage and value diversity