
Title: Implement government communication campaign activities

Level: 5**Credit:** 5**Field:** Communication Studies and Language**Sub-Field:** Public Sector Communications**Issue Date:****Review Date:****Learning Assumptions:** The credit calculation is based on the assumption that learners are already competent in the following areas of learning when starting to learn towards this unit standard:

- Communications, language or journalism at a minimum of NQF Level 4

Purpose: This unit standard is for people who will participate in planned and managed government communication campaigns by implementing assigned activities.

Persons credited with this unit standard are able to:

- prepare to implement campaign activities;
- implement campaign activities; and
- review and report on campaign activities.

Range statement: A communication campaign is a coordinated, focused, coherent tool for disseminating information according to the message needs and communication strategy and plan.

The candidate will be expected to implement government communication activities within the context of a campaign that has been planned and will be managed by appropriate personnel.

Campaign activities include but are not limited to knock-and-drops, imbizos, rallies, door-to-door, radio spots.

Specific Outcomes and Assessment Criteria

specific outcome 1: Prepare to implement campaign activities

Range: within the context of given campaign plans

assessment criteria

- 1.1 The campaign is described in terms of the objectives and overall strategy.
- 1.2 The given campaign plan is analysed and assigned activities are identified within the context of the overall plan.
- 1.3 Campaign activities are described in terms of their purpose, related tasks, resource requirements, timing and contribution to the campaign.
- 1.4 Potential difficulties in implementing the planned activities are identified, and viable solutions are formulated in consultation with appropriate personnel. Deviations from the plan are ensured to be in line with the overall strategy of the campaign and are authorised.
- 1.5 Resources required for successful implementation of the activities are ensured to be ready and available.
- 1.6 Liaison and/or arrangements with related parties are carried out in accordance with the plan.

specific outcome 2: Implement campaign activities

assessment criteria

- 2.1 Activities are implemented in line with the campaign plan. Deviations are justified by the context and contribute towards achieving the campaign objectives.
- 2.2 All activities are carried out in line with government communication strategy, policy and regulations.
- 2.3 Activities are carried out in a manner that promotes the image of government positively.
- 2.4 Campaign resources are used optimally.
- 2.5 Actions are ensured to complement activities implemented by other parties and in a manner that contributes to good working relationships.
- 2.6 Records are maintained of the implementation in a manner that promotes meaningful review.

specific outcome 3: Review and report on implementation of campaign activities

assessment criteria

- 3.1 The report is an accurate reflection of the implementation, and provides sufficient detail for the purposes of record keeping and further analysis.
- 3.2 The report identifies strengths and weaknesses in the implementation, with recommendations for future campaigns. Such recommendations have the potential to enhance future campaigns.
- 3.3 Reports are presented in a format consistent with departmental requirements.
- 3.4 Reports are completed within agreed timeframes and distributed to relevant personnel, as per the plan.

Accreditation Options: Providers of learning towards this unit standard will need to meet the accreditation requirements of the MAPPP ETQA.

Moderation Option: The moderation requirements of the MAPPP SETA ETQA must be met in order to award credit to learners for this unit standard.

Notes:

1. Notes to assessors:

- Focus the assessment activities on gathering evidence in terms of the main outcome expressed in the title to ensure assessment is integrated rather than fragmented. Remember we want to declare the person competent in terms of the title. Where assessment at title level is unmanageable, then focus assessment around each specific outcome, or groups of specific outcomes.
- Make sure evidence is gathered across the entire range, wherever it applies. Assessment activities should be as close to the real performance as possible, and where simulations or role-plays are used, there should be supporting evidence to show the candidate is able to perform in the real situation.
- Do not focus the assessment activities on each assessment criterion. Rather make sure the assessment activities focus on outcomes and are sufficient to enable evidence to be gathered around all the assessment criteria.
- The assessment criteria provide the specifications against which assessment judgements should be made. In most cases, knowledge can be inferred from the quality of the performances, but in other cases, knowledge and understanding will have to be tested through questioning techniques. Where this is required, there will be assessment criteria to specify the standard required.
- The task of the assessor is to gather sufficient evidence, of the prescribed type and quality, as specified in this unit standard, that the candidate can achieve the outcomes again and again and again. This means assessors will have to judge how many repeat performances are required before they believe the performance is reproducible.
- All assessments should be conducted in line with the following well documented principles of assessment: *appropriateness, fairness, manageability, integration into work or learning, validity, direct, authentic, sufficient, systematic, open and consistent*

2. Definition of Terms:

Terms have been clarified as far as possible through the use of range statements.

3. Critical Cross Field Outcomes:

This unit standard promotes, in particular, the following critical cross-field outcomes:

- Identify and solve problems: *the nature of campaigns includes a measure of problems to be solved.*
- Work effectively with others and in team: *this will be particularly evident when implementing activities within the context of team activities.*
- Organise and manage oneself and one's activities responsibly and effectively: *self-organisation and management is critical to implementing activities according to a plan.*
- Collect, analyse, organise and critically evaluate information: *this outcome will be clearly in evidence when evaluating the implementation.*
- Communicate effectively using visual, mathematical and/or language skills: *this is addressed throughout the standard.*

4. Embedded Knowledge:

- Campaign strategies
- Government communication strategy, policy and regulations