

**Unit ID: 701**

**Domain CIVIL SOCIETY: GENERAL MANAGEMENT**

**Title: Promote a civil society organisation**

**Level: 5**

**Credits:4**

### **Purpose**

This unit standard specifies the competencies needed to promote an organisation. It includes creating a 'unique identifying idea', selecting appropriate communication media, ensuring that target users and supporters know the organisation and ensuring that the organisation has a good reputation with its communities. This unit standard is intended for people working or wishing to work in civil society organisations.

### **Special Notes**

1. Glossary of terms
  - '*Personnel*' means Board members, staff and volunteers.
  - '*Unique Identifying Idea*' means that the organisation has a clear purpose which is understood from its name and its communications. It is an adaptation of the commercial world's phrase "Unique Selling Proposition".
2. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which the promotion of an organisation occurs or may occur.

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website [www.nta.com.na](http://www.nta.com.na).

### **Elements and Performance Criteria**

#### **Element 1: Create a Unique Identifying Idea.**

#### **Performance Criteria**

- 1.1 The organisation's vision is confirmed as having been translated into a single brief communication.
- 1.2 The Unique Identifying Idea is confirmed as being easy to remember.

- 1.3 The organisation is described in terms of its registration process and governance procedures.

## **Element 2: Select appropriate communication methods.**

### **Range**

Communication methods include but are not limited to print media (e.g.: brochures and newspapers), broadcast media (e.g.: television and radio), new media (e.g.: internet and use of cell phones).

### **Performance Criteria**

- 2.1 Knowledge about target users and their lifestyles is confirmed as being sufficient and appropriate for the organisation being promoted.
- 2.2 Knowledge about potential supporters is confirmed as being sufficient and appropriate for the organisation being promoted.
- 2.3 The range of possible communication methods has been appraised in terms of availability, cost, reach and effectiveness.
- 2.4 The communication methods that have been selected are confirmed as being capable of reaching the target(s) at viable costs.

## **Element 3: Ensure that target users and supporters know about the organisation.**

### **Performance Criteria**

- 3.1 Measures of target users', supporters' and sponsors' awareness are confirmed as having been made and as being appropriate for the organisation.
- 3.2 Corrective action arising from measures of awareness is confirmed as occurring when necessary.

## **Element 4: Identify the reputation the organisation has with its communities.**

### **Range**

Communities include but are not limited to target users, supporters, potential supporters, sponsors and donors.

A good reputation is particularly based on but is not limited to having demonstrable accountability and transparency.

### **Performance Criteria**

- 4.1 The communities are surveyed in objective and appropriate ways.
- 4.2 Survey findings are confirmed as being used to inform future communications.

## **Registration Data**

<b>Subfield:</b>	Civil Society Management
<b>Date first registered:</b>	<u>27 May 2010</u>
<b>Date this version registered:</b>	<u>27 May 2010</u>
<b>Anticipated review:</b>	2014
<b>Body responsible for review:</b>	The Steering Group for CSMT&A