

C12 Coordinate materials and products for the campaign

How do we get our message across?

This unit is about the tactics used to deliver the campaign messages. Materials and products include printed matter, such as leaflets and information packs, electronic media such as dedicated websites, e-mail bulletins, and others such as petitions, banners, adverts, costumes, badges, stickers or free gifts.

The design and production of materials can be costly, and making a big impact with limited means may require some imagination when deciding which resources to deploy.

Performance criteria

In order to coordinate materials and products for the campaign, you should be able to:

1. Be fully aware of the key **messages** to be communicated by the campaign
2. Have access to and be able to articulate the campaign **strategy**
3. Identify the range of different materials and products available to the campaign and take into account important factors such as budget, skills and time
4. Assess the suitability and **impact** of the different materials and products for the campaign **strategy**
5. Establish any accessibility issues or requirements of the intended audience
6. Select materials and products which are most appropriate to the **messages** to be communicated and the intended audience, taking into account cost-benefits
7. Establish the purpose of materials and products for the campaign
8. Assess the organisation's ability to provide the required materials and products for the campaign
9. Where appropriate, engage individuals and/or other organisations with appropriate expertise to produce materials and products
10. Contribute to and **monitor** the development of materials and products
11. Ensure that all materials and products are available when required and used in accordance with the campaign **strategy** and work plan

Knowledge and understanding

In order to coordinate materials and products for the campaign, you will need to know and understand the following:

- a) The campaign strategy
- b) The audience for materials and products
- c) The resources available to the campaign
- d) The identity of the campaign, its aim and objectives
- e) Key events in the campaign calendar
- f) The purpose of the materials and products to be developed and their intended audience
- g) The factors to take into consideration when selecting the most appropriate materials and products for the campaign
- h) The resources required to develop materials and products for the campaign
- i) The information and access needs of all of your audiences
- j) The materials and products that will engage your intended audience
- k) The time it will take for any materials to be designed, written, printed and/or manufactured
- l) Your role in the production and development process
- m) The capacity of the organisation to develop and produce materials and products

Skills

- Decision making
- Product procurement
- Organisation
- Writing
- Project management
- Time management

Behaviours you need to be able to display

- Innovation
- Creativity