



## MARKETING AND COMMUNICATIONS POLICY

**REFERENCE: PL/CS/2021**

Lead Officer	Assistant Principal – Operations & External Relations
Review Officer	Marketing and Communications Manager
Date first approved by BoM	21 March 2019
First Review Date	December 2020
Date review approved by BoM	29 June 2021
Next Review Date	June 2024
Equality impact assessment	December 2020
Further information (where relevant)	

Reviewer	Date	Review Action/Impact
Marketing & Communications manager	21.03.19	New Policy created and approved by BoM.

Marketing & Communications manager	29.06.21	<ul style="list-style-type: none"><li>• Legislation and related policies updated</li><li>• Reference to University brand embedded throughout Policy.</li><li>• Updated departmental and job titles</li><li>• Marketing &amp; Communications team responsibilities updated to include training for staff</li><li>• Managers responsibilities updated to included updating marketing on an changes to content in their area.</li><li>• Compliance updated to include updated reporting committees.</li></ul>
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## 1. Policy Statement

- 1.1. The Inverness College UHI brand will be developed and enhanced in line with the overall branding of the University of the Highlands and Islands.
- 1.2. Inverness College UHI is committed to providing information about learning opportunities which are fair and accurate, timely, current, transparent and focused on the needs of the intended audiences.
- 1.3. Inverness College UHI is committed to providing clear, accurate, comprehensive and accessible information on its courses, entry requirements and associated marketing and communications procedures at relevant stages of the process.
- 1.4. Marketing and publicity information will be available and retrievable where intended audiences and information users can reasonably expect to find it; the format and delivery of information will take account of the access requirements of a diverse audience.

## 2. Legislative framework / related policies

- Data Protection Act 2018
- Disability Discrimination Act (2005)
- Equality Act 2010
- Freedom of Information (Scotland) Act 2002
- Consumer protection laws and regulations, including the Consumer Rights Act (2015)
- Admissions Policy
- Quality Policy
- Freedom of Information Policy
- Data Protection Policy
- ICT Code of Conduct
- Gender Action Plan
- EU General Data Protection Regulation (GDPR)
- UHI Partnership Information Security Acceptable Use Policy
- UHI Accessibility Statement ([www.uhi.ac.uk/en/accessibility](http://www.uhi.ac.uk/en/accessibility))
- Access and Inclusion Strategy
- Information Security Policy
- Public Interest Disclosure Policy

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### 3. Policy Aims

- 3.1. To plan and deliver integrated student recruitment plans with the university and partners, through aligning visuals and messaging, sharing activities and resourcing new initiatives to deliver regional impact.
- 3.2. To attract learners to study at Inverness College UHI and to communicate positive messages to both internal and external stakeholders in a coherent, innovative and effective way in line with the university brand.
- 3.3. To promote all aspects of Inverness College UHI activities, including apprenticeships, events, short courses etc.
- 3.4. To provide advice on internal, external and corporate communications and media relations.
- 3.5. To maximise Inverness College UHI's relationships with external stakeholders in order to further enhance its reputation.
- 3.6. To support the Inverness College UHI Strategic Plan and complementary Marketing and Communication Strategy, through high quality marketing activities.

### 4. Scope

- 4.1. This policy applies to Inverness College UHI staff and relates to all marketing and communications.

### 5. Implementation

- 5.1. Marketing and Communications procedures that will form part of this policy include:-
  - 5.1.1. Public Relations and Internal Marketing procedure
  - 5.1.2. Website and Digital Marketing procedure
  - 5.1.3. Promotions and Publications procedure
  - 5.1.4. Social Media procedure

### 6. Responsibilities

- 6.1 The **Assistant Principal – Operations & External Relations** is responsible for ensuring that:
  - 6.1.1 The Marketing and Communications policy is reviewed and any changes are approved by the Executive Management Team and Board of Management.
- 6.2 The **Marketing and Communications team** is responsible for ensuring that:

- 6.2.1 Information provided by managers is included in the prospectus, and Inverness College UHI website and other promotional materials for all provision, including January start and evening/leisure courses.
- 6.2.2 Public relations activity promotes and enhances the profile and reputation of the college regionally, nationally and internationally.
- 6.2.3 Communication channels are utilised to engage stakeholders including staff, students and the wider community to promote the work of the college and maintain effective partnerships and relationships.
- 6.2.4 Information is kept up-to-date in a centralised repository around branding guidelines including use of the logo and consent for filming/photography.
- 6.2.5 Training and guidance is provided to staff who have been assigned responsibility to add and amend content on corporate communication channels by the Marketing and Communications Manager.

6.3 **Managers** are responsible for:

- 6.3.1 Ensuring that requests for support are in line with timescales in the marketing procedures.
- 6.3.2 Advising Marketing and Communications team of upcoming events, key dates, changes to content in their area and deadlines.
- 6.3.3 Identifying opportunities for articles, case studies and photographs/videos that will help to promote the full range of college activities and courses.
- 6.3.4 Ensuring that staff and students in their area are signposted to the Marketing and Communications policy and procedures.

6.4 **All staff** are responsible for supporting the College marketing and communications effort.

- 6.4.1 Staff should ensure that they familiarise themselves with the Marketing and Communications policy and procedures. Procedures specify responsibilities, tactics, timescales and channels.

## 7. Compliance

- 7.1 This responsibility for compliance with the Marketing and Communications policy lies with all staff. The policy will be regularly reviewed and reports submitted to the Executive Management Team.

## 8. Monitoring

- 8.1 The policy will be monitored and its implementation evaluated, and a monthly marketing progress report will be presented to Executive Management Team.

- 8.2 The marketing budget is monitored on a monthly basis (or whenever budget reports are received from Finance) by the Marketing and Communications Manager and the Assistant Principal – Operations & External Relations.

## **9. Review**

- 9.1 The Marketing and Communications Policy will be reviewed on a 3 yearly basis, or sooner if legislative change requires.