



Marketing and Communications Policy

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Policy Owner	Director of Business Development
Lead Officer	Director of Business Development
Review Officer	Marketing and Communications Manager
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Further information (where relevant)	

Reviewer	Date	Review Action/Impact

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1. Policy

- 1.1. Inverness College UHI is committed to providing information which is fair and accurate, easy to understand, timely, current, and transparent and focused on engaging internal and external stakeholders in line with the strategic plan, marketing strategy and business development strategy.
- 1.2. Inverness College UHI is committed to supporting the strategic plan through attracting students and developing relationships with key stakeholders by delivering high quality assets and activities, underpinned by comprehensive research and market insight. Marketing activities will be aimed at a range of audiences, primarily local, national and international learners, employers/industry and schools.
- 1.3. Inverness College UHI is committed to building and growing its internal and external brand and competitive position, regionally, nationally and internationally.
- 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

- Equality Act 2010
- Freedom of Information (Scotland) Act 2002
- Consumer Protection Law
- Admissions Policy
- Quality Policy
- Freedom of Information Policy
- Data Protection Policy
- ICT Code of Conduct
- Gender Action Plan
- Data Protection Act 2018
- EU General Data Protection Regulations (GDPR)

3. Policy Aims

- 3.1. 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.
- 3.2. To promote all aspects of Inverness College UHI activities, including apprenticeships, events, short courses etc.
- 3.3. To provide advice on internal, external and corporate communications and media relations.
- 3.4. To maximise Inverness College UHI's relationships with external stakeholders in order to further enhance its reputation.
- 3.5. 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 **Director of Business Development** is responsible for ensuring that:
The Marketing and Communications policy is reviewed and any changes are approved by the Senior 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 The values of the organisation and the value proposition is communicated to staff.
 - 6.2.3 Public relations activity promotes and enhances the profile and reputation of the college regionally, nationally and internationally.

6.2.4 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.

6.2.5 Information is kept up-to-date in a centralised repository around branding guidelines including use of the logo and consent for filming/photography.

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 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:-

6.4.1 Supporting the College marketing and communications effort in the context of their role, for example ensuring that they keep the Marketing and Communications team up to date with new developments in their subject/service area. The Marketing and Communications team work with staff to enable this.

6.4.2 Ensuring that they familiarise themselves with the Marketing and Communications policy and procedures. Procedures specify timescales for the planning of campaigns, activities and marketing collateral.

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 Senior Management Team and Operational Management Group.

8. Monitoring

8.1 The policy will be monitored and its implementation evaluated, and a monthly marketing progress report will be presented to Senior 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 Director of Business Development.

9. Review

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