South Gloucestershire and Stroud College

Marketing Policy & Procedures

If you would like this document in an alternate format

Please contact the Human Resources Department

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Job Title/Role:	Head of Marketing
Ref. No.: **Q/P 187**	**Date of this version:** June 2015 **Review date:** 30th June 2016 **Upload to College website?** Yes **Upload to e-Campus?** No
Approved by:	SLT
Date of Approval:	20th August 2015

Have you consulted on this policy? **Details:** **What evidence has been used for this assessment?**		Yes Advice on carrying out this review was sought from another department and also the Head of Quality. Feedback and referring to previous work has been used within this assessment.	
Could a particular group be affected (negatively or positively)?	**Positive Impact** Indicate Y where applicable	**Negative Impact** Indicate Y where applicable	**Evidence**
Characteristics protected by the Equality Act 2010			
Age	Y	N/A	Positive impact via press stories that are circulated internally to staff and externally to media contact about learners of all ages and their achievements, raising the profile of what can be achieved regardless of age, thus raising aspirations of this group.
Disability	Y	Y	Positive impact via press stories that are circulated internally to staff and externally to media contacts about learners with disabilities and their achievements, raising the profile of what can be achieved and helping raise aspirations of this group. Potential Negative impact relates to the SGS website and the site being Disability Discrimination Act (DDA) compliant. Currently, a new DDA review of the site is required and will be requested via the web agency who designed the website. Then a DDA review will be undertaken annually to ensure it is compliant.
Gender Reassignment (inc. Transgender)	N/A	N/A	N/A
Race (inc. Gypsy & Traveller)	Y	N/A	Positive impact via press stories that are circulated internally to staff and externally to media contacts about learners of all races and their achievements, raising the profile of what can be achieved regardless of race, thus raising aspirations of this group.

Could a particular group be affected (negatively or positively)?	**Positive Impact** Indicate Y where applicable	**Negative Impact** Indicate Y where applicable	**Evidence**
Characteristics protected by the Equality Act 2010			
Religion & Belief	Y	N/A	Positive impact via press stories that are circulated internally to staff and externally to media contacts about learners of all religions and beliefs and their achievements; raising the profile of what can be achieved regardless of religion/beliefs, raising aspirations of this group.
Sex	Y	N/A	Positive impact via press stories that are circulated internally to staff and externally to media contacts about all learners; raising the profile of what can be achieved regardless of sex, e.g. female success stories in the Construction sector, etc.
Sexual Orientation	Y	N/A	Positive impact via press stories that are circulated internally to staff and externally to media contacts about learners of all sexual orientation and their achievements; raising the profile of what can be achieved regardless of sexual orientation, thus raising aspirations of this group.
Marriage & Civil Partnership	N/A	N/A	N/A
Pregnancy & Maternity	N/A	N/A	N/A
Characteristics designated by SGS as requiring due regard			
Carers & Care Givers	N/A	N/A	N/A
Persons in Care & Care Leavers	N/A	N/A	N/A
If any negative impacts are identified, are there any related policies, services, strategies, procedures or functions that need to be assessed alongside this screening? Yes **If yes, please details:** Within the Marketing Directorate, the accessibility of the web from groups with potential visual disabilities needs to be considered within the Applications, Admissions and Enrolments Policy & Procedures`			
Should this policy, service, strategy, procedure or function proceed to a full Impact Assessment? No			

We are satisfied that an initial screening has been carried out on this policy/procedure and a full Impact Assessment is not required.		
We understand that the Impact Assessment is required by the College and we take responsibility for the completion and quality of this assessment.		
Completed by: Liam Evans	**Position**: Head of Marketing	**Date**: 01-Jun-15
Checked by: Su Cavilla	**Position**: Quality Officer	**Date**:

Marketing Policy & Procedures

1. Introduction

1.1. This document outlines the Marketing Policies and Procedures across South Gloucestershire and Stroud College (SGS). It has been prepared to highlight key objectives and ensure consistency throughout all SGS Marketing activity.

2. Statement

2.1. To attract learners to study at SGS and to communicate positive messages to both internal and external stakeholders in a coherent, innovative and effective way.

2.2. To support the SGS Strategic Plan through high quality marketing activities.

2.3. This Policy and Procedures document will be referred to by the Marketing Team to ensure consistency and good practice, as well as all SGS staff for reference on procedures.

2.4. Information produced about SGS and the learning opportunities we offer will be fair and accurate; timely, current, transparent and focused on the needs of the intended audiences.

2.5. 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.

3. Objectives

3.1. A point of reference for staff to understand marketing policies and to outline the procedures of marketing activities.

3.2. To state the correct procedures and what is expected of stakeholders if marketing support is required.

3.3. To ensure good practice within the Marketing Team.

3.4. To ensure consistency through all SGS marketing activity across sites.

4. Implementation

4.1. The Policy and Procedure will be communicated through Marketing Team meetings to ensure implementation.

4.2. This document will be communicated to SGS Heads of Faculty (HoF) meetings, highlighting key areas of staff input.

4.3. Implementation relies on supporting procedure documents being available for staff on the marketing area of SharePoint.

5. Responsibilities

5.1. Head of Marketing

5.2. SGS Marketing Team

5.3. HoFs

5.4. HoDs

5.5. Staff and Students

6. Related Policies, Procedures and Guidelines

6.1. Schools Engagement Policy and Procedure

6.2. Applications, Admissions and Enrolments Procedure

6.3. Single Equality Policy

6.4. Photographic and Visual Media Policy and Code of Practice and Procedures

7. Procedures

7.1. SGS Design

7.1.1. The target market(s) are a key consideration when designing promotional artwork.

7.1.2. Designers are free to use their artistic ability to create inspirational designs that take in to account equality and diversity and consider brand guidelines.

7.1.3. All artwork will be proof read by the designer as well as a second suitably qualified person before being sent/printed.

7.1.4. Competitor designs must be monitored to inform and help with future design positioning and differentiation.

7.1.5. All artwork will include an appropriate call to action.

7.2. SGS Design Requests

7.2.1. These procedures are to ensure that all artwork meets the proposed requirements, budget and timescale and are in keeping with the SGS brand.

7.2.2. Complete the 'Design Request Form' which can be found on the marketing section of SharePoint (**Appendix 1**).

7.2.3. Approach SGS designers or the Publications Manager and Marketing Team Leader to discuss design requirements including artwork type, target audience, timescales, budget, sizes, imagery and print options (if relevant).

7.2.3.1. On occasion, large scale design projects may go directly to an external agency if the day to day workload of the SGS designers will be compromised.

7.2.4. Artwork text and contact details are to be supplied to the designer electronically.

7.2.5. Designer to provide an electronic proof unless a paper copy has been specified by the agreed deadline.

7.2.6. Any amendments/additions to be communicated directly to the designer.

7.2.7. Final proof-reading is the responsibility of both the designer and the person that has requested the artwork.

7.2.8. Confirm to the designer when happy with the artwork and agree the next stage.

7.2.9. Designer to provide a final electronic proof. A PDF will be emailed unless a different format has been requested.

7.2.10. It is the responsibility of the designer to ensure the final artwork is the correct size and resolution for the requested media.

7.2.11. (If relevant), Designer to arrange print taking into account, stock, print quality, quantities, deadlines and budget.

7.3. Advertising

7.3.1. Agree with the Head of Marketing/Publications Manager and Marketing Team Leader on a budget outline.

7.3.2. Contact the required organisation and request quote for advertising opportunities.

7.3.3. Negotiate discounts if appropriate.

7.3.4. Attain specific artwork requirements, deadlines and required processes.

7.3.5. If within the agreed budget, place booking.

7.3.6. If above the original agreed budget, discuss with Head of Marketing/Publications Manager and Marketing Team Leader to ensure booking is approved.

7.3.7. Raise PO and send to relevant person.

7.3.8. Ensure the SGS designer/design agency have the relevant information including content, dimensions, imagery, deadline and contact information.

7.3.9. Final approved artwork to be sent via the SGS Graphic Designer.

7.3.10. Contact the Head of Marketing/Publications Manager and Marketing Team Leader if contacted directly with a worthwhile advertising opportunity.

7.3.11. Update advertising contacts list on the Marketing shared drive annually.

7.4. **Public Relations**

7.4.1. Media releases must always be timely, newsworthy, written in plain English and concise.

7.4.2. The SGS Marketing Department aims to sustain and develop positive and mutually beneficial relationships with the media in order to promote the values, professionalism and benefits of studying at SGS College.

7.4.3. In order to prevent SGS being misrepresented by the media or unintentional and inappropriate comments being made to journalists, all contact to/from the media must be directed through the Public & Community Relations Officer.

7.4.4. Following contact from the media, the Public & Community Relations Officer will co-ordinate an appropriate response by liaising with relevant staff member.

7.4.5. In the event of a sensitive situation, Public & Community Relations Officers will be responsible for contacting a head of function or senior manager to deliver a comment.

7.4.6. The Public & Community Relations Officers will monitor SGS and competitor media activity and report monthly.

7.4.7. Public & Community Relations Officers will follow up any worthwhile PR opportunities that they are made aware of.

7.4.8. It is the responsibility of the Public & Community Relations Officers to develop positive and productive relationships with local and regional media.

7.4.9. A media contact document will be held on the marketing drive and will be updated as changes occur.

7.5. Requests for a Press Release

7.5.1. Complete a 'PR Request Form' (**Appendix 2**). This is available on the Marketing section of SharePoint and is also sent to all staff weekly via email.

7.5.2. Completed request form to be sent directly to the Public & Community Relations Officers along with supporting information and photos.

7.5.3. Public & Community Relations Officer to respond to the request and obtain any further information if required.

7.5.4. The completed press release will be sent for approval to any person that has been quoted as well as the person requesting the PR.

7.5.5. On approval, Public & Community Relations Officers will send the press release out to relevant media and upload to the SGS website.

7.5.6. A short summary will be uploaded to Facebook and Twitter if relevant.

7.6. Staff and Student Media Consent

7.6.1. In line with the Photographic & Visual Media Guidelines, students/ staff must give permission for Marketing to use their images or work in marketing material. The 'Testimonial & Photography/Film' Consent Form must be completed. This can be found on the Marketing page of Sharepoint (**Appendix 3**).

7.6.2. In line with the Photographic & Visual Media Guidelines, students/staff must give verbal or written permission for marketing to use their direct quotes in marketing material.

7.6.3. Where possible, it is good practice for Marketing to gain final approval of any PR or marketing material from students/staff that have been featured in any way.

7.6.4. In line with the Photographic & Visual Media Guidelines, children aged under 16, consent must be obtained from their parent or guardian.

7.7. Marketing Events

7.7.1. The objective of this procedure is to ensure that all events are well organised, consistent and are evaluated to judge success.

7.7.2. Agree a budget outline for the event with Head of Marketing.

7.7.3. Refer to the SGS calendar before booking any event that will impact on other areas of the college.

7.7.4. Event planning will take into account the college's Single Equality Policy.

7.7.5. Cross campus events must be consistent where possible.

7.7.6. Promote the event internally through available methods including website, staff news, emails and SharePoint.

7.7.7. All arrangements must be clearly organised, documented and accessible to other members of the Marketing team in case of an emergency.

7.7.8. Events must include a method of monitoring and evaluation so assessments and areas of improvements can be highlighted.

7.7.9. Provide analysis after each event to the Head of Marketing and Publications Manager & Marketing Team Leader.

7.7.10. Use current SGS promotional items, tablecloths and pull up banners to support the event as appropriate.

7.7.11. Ensure all staff supporting the event are well briefed and confident in their role.

7.8. Social Media

7.8.1. SGS College use social media as part of the marketing mix to engage in conversation with our students and community, build and maintain strong relationships with our online community, promote courses and events and reach followers with last minute news and alerts.

7.8.2. SGS College social media activity is the overall responsibility of the Marketing Department. However, departmental Social Media 'Champions' have the responsibility of uploading relevant information across the various social media outlets too.

7.8.3. Inappropriate, offensive or overly critical content will be removed by a member of the Marketing Department.

7.8.4. Key social media sites will be monitored regularly for trends, opinions and comments.

7.8.5. SGS College social media sites must be updated at least once a day with relevant and interesting posts.

7.8.6. It is the responsibility of the Marketing Department and SGS Social Media Champions to find interesting and appropriate posts for the social media sites.

7.8.7. When engaging in conversation with followers the tone must be friendly and positive and in a timely and courteous manner. Disagreements may occur, but opinions should be appropriate and polite.

7.8.8. If departments within the college set up pages and profiles they must agree this via Marketing before doing so.

7.8.9. On approval, the department page will be the responsibility of the department or appropriate Social Media Champion.

7.9. **SGS Website**

7.9.1. The SGS website is key in the college's marketing activities. It is therefore essential to continuingly monitor and update the site.

7.9.2. The Marketing Department are responsible for the content, accuracy, and timeliness of uploading course content.

7.9.3. It is the responsibility of college HoDs and HoFs to provide the Marketing Department with accurate course information by the set deadlines.

7.9.4. Course information will be uploaded at least one week prior to the promotional material being distributed.

7.9.5. As course changes occur, it is the responsibility of the HoDs/HoFs to inform the Marketing Department.

7.9.6. Technical functionality is the responsibility of the web agency and consultant.

7.9.7. Promotional hotspots will be the judgement of the Marketing Department unless a specific requirement has been made.

7.9.8. Public & Community Relations Officers will upload PR content to the site daily.

7.9.9. Website imagery will be an accurate reflection of the college and considerate to the SGS College Single Equality Policy.

SGS Design Request Form

Name: _____ Date: _____

Department: _____

Direct Number: _____

Design Title: _____

Artwork deadline: _____

Description (include type, eg. advert, poster, brochure, etc.):

Target Audience(s)

Print requirement if relevant (size, stock, number, budget)

Sample Form

Additional information

Sample Form

PR Request Form

Who/what is the PR about?

What is the News?

When did/will this event happen?

Why?

Any relevant information to the story, product or service?

Sample Form

Try to include something that makes the story, product or service unique.

If the PR is about a person or persons, include their name, age, where they are from and what they do.

Quote from staff member or other relevant person if possible.

Include further bullet point information about the story, product or service that may be useful to the editor.

Sample Form

IMAGE/CASE STUDY RELEASE FORM

South Gloucestershire and Stroud College regularly update its marketing materials. As part of this process it is necessary to occasionally photograph or film certain subject areas and events and we would ask all students to co-operate in helping us achieve this.

Please read the information below, then sign and date the form where shown.

I agree to the use of my image(s), or those of my child(ren) if under 16, in printed publicity or promotional literature produced by South Gloucestershire and Stroud College, including leaflets, posters, newsletters and other display material; on the college's website and other social media sites, including Facebook, Twitter and YouTube; and in any publicity material about our services sent to the news media. I understand that websites and other online media can be seen throughout the world, and not just in the United Kingdom, where UK law applies. The college could use your information for up to 5 years.

Student Name: ----------

Courses Studied: ----------

Age: ----------

Signature: ---------- Date: ----------

Sample Form

FOR COLLEGE USE

Event and location: ----------

Contact details for person photographed (if needed):

Photographer's name: ----------

Please return a signed copy of this form to:
Marketing Department Stroud – Stroud/Berkeley Campus
Marketing Department Filton – Filton/WISE/Queens Road/Bristol Zoo Gardens
Or send completed forms to Nicky.dill@sgscol.ac.uk