

MARKETING AND COMMUNICATIONS POLICY AND PROCEDURE



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1. PURPOSE

The purpose of this policy is to ensure that the corporate image is projected in a positive, coherent and consistent manner, whether by traditional methods or by new media such as the Web.

2. DEFINITIONS

- **Corporate Image:** the corporate image is the way the centre is perceived by its stakeholders and the general public via traditional methods and/or new media such as the Web.
- **External Communication:** dissemination of information to the community, its stakeholders and the world at large.
- **Marketing Activities:** activities that are designed to promote the image of the company through the use of various vehicles, such as printed materials, radio, and television and transit ads.
- **Advertising:** advertising is the communication of a message that is created and displayed for the sole purpose of promoting a corporation or its product.
- **Sponsorship:** sponsorship is corporate support received or given for a project, program or event, which is publicly acknowledged.
- **Commercial Activity:** commercial activity refers to any revenue generating or fund raising activity.

3. SCOPE

This policy is applicable to all personnel within the organization with specific reference to marketing and communication personnel.

4. POLICY APPLICATION

4.1 PRINCIPLES

The company shall assign the management of marketing and communications activities to a single staff position, namely a Marketing and Communications Officer (MCO), along with a back-up person who has the knowledge and authority to replace the MCO during an absence.

Where the marketing and communications activities of a unit do not warrant a full-time position, the responsibilities shall nevertheless be assigned to a single position within the unit. If the responsibility has not been assigned to a specific position, the responsibility for the management of marketing and communications activities is assumed.

Training, administrative and support staff who require marketing and communications services shall consult their MCO, who will in turn, interact with MCS, using the project management tools that are available.

MARKETING AND COMMUNICATIONS POLICY AND PROCEDURE

The MCO shall prepare and submit an annual marketing and communications plan to identify the activities in the plan that are aligned with the corporate strategy, and then integrate them in the annual comprehensive plan submitted for approval.

The MCO shall contact MCS to obtain professional creative and editorial services for the realization of approved activities. These services include graphic design, writing, editing, proofreading and translation.

The MCO shall contact MCS to obtain professional communication services for the realization of approved activities. These services include community relations, media outreach, organization and control of media events, preparation of news releases and media advisories, media training, and management of crisis communications, and assistance with the organization of major events.

MCS has a photographer on staff to create and maintain a photographic record of activities and events that is of lasting significance. In such cases, members of the centre community may contact the MCS photographer directly to request service. Information about the photographs is recorded and the original images are stored at the company archives.

MCO's shall contact MCS for expert consultation and quality control of image and language for all external marketing and communications activities, even if the activities have not been approved by MCS for inclusion in the annual corporate strategy.

There is no charge for services provided by MCS staff for approved projects. However, costs for ad placements, printing and other costs are the responsibility of the company.

Ad Placement

The corporate image suffers if several units unknowingly place an ad in the same newspaper or magazine on the same day, particularly if it is unplanned or if each ad has a different design. To avoid a negative impact, the MCO shall consult with MCS prior to arranging an ad placement. Possible solutions might be: to use a design template; to consider purchasing a larger, single space; to reschedule the placement date; to select another publication with a similar readership.

Advertising and Commercial Activities

Managers shall consult MCS prior to entering into agreements to allow advertising or commercial activities by external organizations in publications (printed or electronic) or on University property.

MCS will develop a policy specifying the guidelines and criteria regarding appropriate opportunities for advertising and commercial activities by external organizations.

5. COMMUNICATION OF POLICY

This policy will be circulated to all personnel within our organization.

6. EVALUATION AND REVIEW

The marketing team will meet four times a year and will use the following to evaluate the success of its marketing activities and take appropriate action:

- Monitoring Surveys and Client Feedback Forms
- Liaison with staff and Usage of service statistics

7. DOCUMENTATION

- An approved master copy (hard-copy) of the Marketing and Communications Policy
- An electronic copy of the Marketing and Communications Policy
- A signed circulation list of employees that received the Policy