

# UHI | INVERNESS

## MARKETING AND COMMUNICATIONS POLICY

REFERENCE: PL/CS/2025/001

|                                      |  |
|--------------------------------------|--|
| Lead Officer                         | Vice Principal – Curriculum, 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          | December 2024  |
| Next Review Date                     | July 2027  |
| Equality impact assessment           | July 2024  |
| 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 a changes to content in their area.</li><li>• Compliance updated to include updated reporting committees.</li></ul> |
| Marketing & Communications Manager | July 2024 | Reviewed for currency and title updates.  |

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## 1. Policy Statement

- 1.1. The UHI Inverness brand will be developed and enhanced in line with the overall branding of the University of the Highlands and Islands.
- 1.2. UHI Inverness 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. UHI Inverness 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

## 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 UHI Inverness 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 UHI Inverness 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 UHI Inverness relationships with external stakeholders in order to further enhance its reputation.
- 3.6. To support the UHI Inverness Strategic Plan and complementary Marketing and Communication Strategy, through high quality marketing activities.

#### **4. Scope**

- 4.1. This policy applies to UHI Inverness 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 **Vice Principal – Curriculum, 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 UHI Inverness 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 are 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.