

Information, Communications & Marketing Policy

Approved November 2017 (due for review November 2018, CC/AC & BOD)

- 1.1 INTRODUCTION & SCOPE - MPA has developed this Policy in accordance with the principles established by Part C of the Quality Code.
- 1.2 This Information Policy applies to all staff (i.e. full time, part time and/or part time staff without fixed working patterns) as well as other workers (including “temps”, contractors and visiting lecturers) and students.
- 1.3 Specifically, this Information Policy aims to assure the accuracy, fairness, reasonableness and timeliness of:
 - the MPA website
 - the Prospectus
 - marketing publications including, but not limited to, information published by MPA in course descriptors, advertisements, directory entries and external publications and/or websites
 - social media publications including, but not limited to, information published by MPA on Facebook, Twitter and LinkedIn;
 - Course, Student and Staff Handbooks and Induction guidance
 - All Programme Specifications
- 1.4 ROLES AND RESPONSIBILITIES
 - 17.4.1 Directors Responsibilities: The Directors are in sole charge of all statements issued to the press/ media.
 - 17.4.2 Vice-Principal’s Responsibilities: The Vice-Principal is responsible for managing the operational aspects of delivering and maintaining the College Website, the Prospectus, all marketing and social media publications.
 - 17.4.3 Principal’s Responsibilities: The Principal is responsible for co-authoring the curriculum content and course materials and for ensuring that the material is accurate, fair, reasonable and timely.
 - 17.4.4 Head of Academic Quality & Curriculum’s Responsibilities: The Head of Academic Quality & Curriculum is responsible for ensuring that MPA public information is consistent and for ensuring that it meets all applicable statutory, regulatory, professional and contractual requirements. Additionally, the HOAQC is responsible for managing the operational aspects of delivering and maintaining the Student handbooks and all Programme Specifications and Course materials.
 - 17.4.5 Individual Responsibilities: All Academic and support staff are responsible for assuring the accuracy, fairness, reasonableness and timeliness of MPA public information on a day-to-day basis and reporting any areas of concern to the Vice-Principal.

- 17.5 This Policy covers information published in either printed or electronic form which refers to academic programmes, services, strategy, policies and press and media communication; it does not, however, cover letters, emails, verbal communication, presentations, learning and teaching or curricular materials, staff recruitment advertisements or the outputs of performance/ workshop/ research activity.
- 17.6 The table below details responsibility for (1) authoring, (2) approving and (3) publishing information to each of the designated outlets.
- 17.7 First draft text should be submitted by the Author to the Approver at least three weeks in advance of the intended publication date (wherever possible)
- 17.8 Alterations, amendments and corrections should be notified by the Approver within one week of receipt, with edited copy to be returned to the Approver within one further week.
- 17.9 Final draft text will then be forwarded by the Approver to the Publisher no less than one week prior to the publication date.

Outlet	Author	Approval	Publishing	Monitoring
Press and Media	To be completed by the Marketing/ Admin Committee	BOD	CC	CC (Admin Committee, Marketing staff)
Website	To be completed by the Marketing/ Admin Committee	BOD	CC	CC (Admin Committee, Marketing staff)
Prospectus	To be completed by the Marketing/ Admin Committee	BOD	CC	CC (Admin Committee, Marketing staff)
Publicity	To be completed by the Marketing/ Admin Committee	BOD	CC	CC (Admin Committee, Marketing staff)
Social Media	To be completed by Marketing Staff	BOD	CC	CC (Admin Committee, Marketing staff)