



MARKETING POLICY

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Quality & Curriculum Committee:	November 2009
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MARKETING POLICY AND PROCEDURES

1. POLICY STATEMENT

1.1 Marketing aims to attract learners to enrol at BHASVIC and to communicate its activities to both internal and external audiences in a coherent and effective way, supporting the College's mission. Marketing will also contribute to the Children's and Young people's Plan. This will include high quality marketing events and materials to promote and celebrate the quality of College provision and increase the profile of the College locally, regionally and nationally. Research will be conducted routinely to ensure marketing activities are responsive to the changing needs of prospective and current students.

1.2 Marketing of the College will:

- Involve creating an integrated marketing action / implementation plan
- Provide accurate information about the College in order to attract students to apply for courses that are appropriate to their abilities and aspirations
- Encourage prospective students to consider the College for their education
- Promote and comply with the College's Equality and Diversity Policy
All marketing materials to comply with Equality legislation (i.e. Disability Discrimination Act and Race Equality Act)
- Provide school liaison to maintain effective links between the College and its contributing schools
- Support the Principal in promoting the College's identity both internally and externally
- Adhere to the Brighton & Hove Colleges' Accord 16+ Advice, Guidance and Schools Liaison Code of Conduct.

2. SCOPE

2.1 This policy applies to the College community and relates to all College related activities. Some activities will relate specifically to the role of the College Marketing Department

3. KEY PRINCIPLES

- 3.1 To stimulate and enhance the aspirations of individuals in Brighton and Hove and the surrounding area.
- 3.2 To achieve an effective service through outstanding customer care and adhering to the Marketing Department's Service Level Agreement.
- 3.3 To promote the College's provision and activities using effective promotional tools.
- 3.4 To facilitate effective communication and celebration of success both internally and externally between BHASVIC and all of its stakeholders.

4. PROCEDURES

The procedures are based on the Key Principles outlined under 3 above

4.1 **In order to stimulate and enhance the learning aspirations of individuals in Brighton and Hove and the surrounding area the College Marketing Department will:**

- Create marketing materials to engage with students, parents and carers to demonstrate the learning opportunities available at BHASVIC.
- Support curriculum staff to create and market events to ensure that learners are informed of further / higher education and career opportunities as an appropriate next stage for learning and training.
- Through the use of case studies in marketing materials provide targeted information, advice and guidance to support and promote progression routes and career paths.

4.2 In order to achieve a quality service through outstanding customer care the College will endeavour to:

- Respond and act upon all customer enquiries in a positive and professional manner.
- Ensure that all impressions of the College are positive.
- Value and respond to all compliments, suggestions and complaints, using them as opportunities to continually improve customer service.

4.3 In order to promote the College's provision and activities using quality promotional tools the College Marketing Department will:

- Develop and protect the brand values of the College image ensuring it endorses quality.
- Provide a variety of quality promotional tools (e.g. College prospectus and website) that help support the College image.
- Consider how best to project the essence of the mission statement to a range of audiences through a range of promotional tools

4.4 In order to facilitate effective communication and celebration of success both internally and externally between BHASVIC and all of its stakeholders the Marketing Department will lead the College community in:

- The facilitation of effective communication channels that provide distribution of information in a timely and detailed manner.
- Celebrating the achievements of BHASVIC staff and students through relevant publicity channels and events.
- Raising staff awareness of marketing activity and the outcomes of that activity
- Raising staff awareness of their role in affecting the marketing profile of the College

RELATED POLICY DOCUMENTS

- Admissions Policy
- Brighton & Hove Colleges' Accord 16+ Advice, Guidance and Schools Liaison Code of Conduct
- Complaints Procedure
- Dignity at Work Policy
- Disciplinary (Misconduct and Capability) Policy and Procedures
- Equality and Diversity Policy
- Grievance Policy
- Instrument and articles of government
- Overseas travel policy
- Race, Disability and Gender Scheme
- Race Equality Policy
- Staff Code of Conduct
- Whistle Blowing Policy