

# CAPRICORN TVET COLLEGE



## MARKETING AND COMMUNICATION POLICY

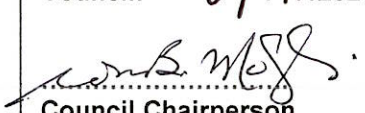
CENTRAL OFFICE  
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Approved by  
Management: 28 / 09 / 2023

Ratified by  
Council: 09/11/2023

  
Council Chairperson

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## VISION OF CAPRICORN TVET COLLEGE



“A dynamic Technical Vocational Education and Training Institution of Excellence”

### MISSION STATEMENT OF CAPRICORN TVET COLLEGE

Capricorn College is to offer responsive, flexible and quality programmes that are accessible to all learners through formal learning, skills development and learnerships. This is achieved by adhering to policies and procedures, making use of committed human capital and employing appropriate physical and fiscal resources.

### Values

- **Respect:** We treat others as we would like to be treated ourselves. Abusive or disrespectful treatment is not tolerated. We will strive for fairness and equity.
- **Integrity:** We are committed to transparency, honesty and sincerity.
- **Communication:** We are committed to effective communication. We believe information is meant to move and that information moves people.
- **Excellence:** We are satisfied with nothing less than the best quality in everything we do.

## 1. LEGISLATIVE FRAMEWORK

- a) CET Colleges Act No.16 of 2006, as amended (formerly the FET Act);
- b) Public Finance Management Act, 1999, (Act No 1 of 1999, as amended by Act 29 of 1999) (PFMA);
- c) National Treasury Regulations, March 2005; and
- d) The Government Communication and Information System (GCIS) Section 7 (subsection 2 and 3) of the Public Service Act, 199
- e) The Promotion of Access to Information Act (Act 2 of 2000)
- f) The Promotion of Administration Justice Act (Act of 2000)
- g) Copyright Act, 1978 (Act 98 OF 1978)
- h) The Constitution of the Republic of South Africa, 1996 (Act 108 of 1996)
- i) Protection of Personal Information Act

## 2. DEFINITIONS AND ABBREVIATIONS

### 2.1. ABBREVIATIONS

- 2.1.1 **TVET:** Technical and Vocational Education and Training
- 2.1.2 **DHET:** Department of Higher Education and Training
- 2.1.3 **DP:** Deputy Principal
- 2.1.4 **GCIS:** Government Communication and Information System
- 2.1.5 **SMS:** Short Message System
- 2.1.6 **SRC:** Students Representative Council
- 2.1.7 **MC:** Marketing and Communications

### 2.2. DEFINITIONS

- 2.2.1 **Social Media:** Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, interests and other forms of expression via virtual communities and networks.
- 2.2.2 **Crisis:** A crisis is any situation that is threatening or could threaten to harm people or property, seriously interrupt the work of the College or significantly damage its reputation.
- 2.2.3 **Corporate branding:** Corporate branding refers to the manner in which the College presents itself to the public
- 2.2.4 **Advertising:** means any message formulated to be communicated through the mass media in order to reach a large population.



### 3. PURPOSE

Capricorn TVET College is committed to a two-way effective communication, building relationships with its internal and external stakeholders and to form meaningful partnerships with the public and private entities it serves. In the system of parliamentary democracy and responsible governance, the College has a duty to explain its policies and decisions as well as to inform the public of its priorities.

### 4. OBJECTIVES

The purpose of this policy is to:

- 4.1. Provide clear principles and guidelines for Marketing and Communication in the College.
- 4.2. Recognize Marketing and Communication as a lifeblood and strategic function of the College.
- 4.3. Ensure that communication across the College is well coordinated, effectively managed and responsive to the diverse information.
- 4.4. Ensure that adequate communication channels are used to communicate effectively to the targeted stakeholders.
- 4.5. Improve communication between management and staff members across all levels.
- 4.6. Build a conducive working environment through communication.
- 4.7. Communicate in one voice.

### 5. SCOPE AND APPLICATION

The policy is applicable to address internal and external communication roles for Capricorn TVET College.

### 6. POLICY STATEMENT

The College shall provide accurate information free of charge when it:

- 6.1. Informs the public about programmes and services offered.
- 6.2. Is required for public understanding of a major new priority, law, policy, programme or service under the Promotion of Access to Information Act.

### 7. POLICY ON INTERNAL AND EXTERNAL MARKETING AND COMMUNICATION

- 7.1. Refers to communication amongst members of management, staff and students as well as various stakeholders.

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- 7.2. The language of communication shall be English in both speaking and writing for all official documentation.
- 7.3. Communication amongst staff should be centralized and conducted using various channels such as; memos, newsletters, emails, social media, meetings, prospectus etc.

## **8. SUB-POLICIES ON INTERNAL AND EXTERNAL MARKETING AND COMMUNICATION**

### **8.1 HANDLING ENQUIRIES**

- 8.1.1 Batho Pele principles should always be applied whenever handling enquiries.
- 8.1.2 All written enquiries pertaining courses information should be directed to Marketing and Communication section.
- 8.1.3 Certain enquiries should be referred to other internal sections by Marketing and Communication section.
- 8.1.4 Staff members are encouraged to inform Marketing and Communication about daily activities and updates of the College.
- 8.1.5 All written enquiries should be done on an official letterhead as designed and approved by the management.

### **8.2 CORPORATE BRANDING**

- 8.2.1 The section of Marketing and Communication in line with DHET and GCIS shall be responsible for the corporate image of the College and the responsibility shall include the following amongst other:
  - a) The look and the ambience of the College’s buildings, vehicle and assets branding.
  - b) The type of branding Marketing and Communication material and items to be used by the College for corporate branding.
  - c) The way branding, marketing and communication material is used and produced.
- 8.2.2 Branded items and materials serve as marketing and corporate communication tools for the College and shall therefore be produced and made in line with the criteria as outlined in the approved corporate identity manual of the College.
- 8.2.3 Branding, marketing and promotional materials using the corporate identity may only be used for official purpose only.
- 8.2.4 The production of such material shall be authorized by the Marketing and Communication section of the College in line with this branding policy and Corporate Identity Manual.

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- 8.2.5 Corporate and branded material is an integral part of the College branding strategy and as such cannot be developed without the approval of the Marketing and Communication section.
- 8.2.6 All branded College materials must bear the College and DHET logos and reflect the corporate colours and shall display directives given in the Corporate Identity Manual of the College.
- 8.2.7 The use of College logo and branding on projects not initiated by the College shall be approved by the Marketing and Communication Manager in consultation with the Principal.
- 8.2.8 Co-branding with other stakeholders shall be approved by the Marketing and Communication Manager in consultation with the Principal prior approved and must benefit the course of the College for social responsibility purposes and must be in line with the GCIS guidelines and Corporate Identity Procedures of the College.

### **8.3 ADVERTISING AND PUBLICATIONS**

- 8.3.1 Marketing and Communication section shall be responsible for writing and coordinating all general and corporate advertisements.
- 8.3.2 As with preceding information, these shall be coordinated with the various sections to ensure correctness and completeness of facts including the advertisements. Inputs shall also be obtained from various sections after completion of the advertisements and shall be signed by relevant line managers as verification of correctness thereof.
- 8.3.3 All articles, success stories of the College, messages of congratulation and sympathy meant for publicity in newsletters, websites, social media and print media shall be written and edited by the Marketing and Communication section prior final edition by the Principal as Chief Editor before uploading of the content for publication.

### **8.4 SUB-POLICY ON EVENT, SCHOOL VISITS, EXHIBITIONS, STAKEHOLDERS AND COMMUNITY ENGAGEMENTS**

- 8.4.1 The College shall on invitation by external stakeholders attend the events.
- 8.4.2 The College shall determine whether to participate in an external event and shall issue an announcement through Marketing and Communication section on that consultation with relevant sections.
- 8.4.3 Marketing and Communication shall plan, coordinate internal & external events and handle all correspondences with regard to identified events in consultation with relevant sections.
- 8.4.4 Internal events shall be co-ordinated in conjunction with the relevant sections and the events committee of the College. Marketing and Communication section shall be invited in all internal event activities of the College for publicity and branding purposes.

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- 8.4.5 Any outside institution intending to exhibit within the College premises shall liaise with the Marketing and Communication section and the campus manager prior to exhibiting to avoid brand infringement.
- 8.4.6 The College shall be appropriately identified and represented at event/exhibitions, including those involving stakeholders, such as DHET's events/ exhibitions, stakeholders and community engagements.
- 8.4.7 The means of identification shall include materials, display or representations prepared for public events/exhibitions in accordance with the College branding policy and Corporate Identity Manual.
- 8.4.8 The Marketing and Communication section shall coordinate the visits for student recruitment/ marketing and participation of different College programs in exhibitions and shall be consulted when other sections are taking part in fairs and exhibitions on behalf of the College.

## 8.5 SUB-POLICY ON PROCUREMENT OF COMMUNICATION, MARKETING AND CORPORATE BRANDING MATERIAL

The Marketing and Communication section must be consulted on any procurement by other sections within the College that requires corporate branding.

## 8.6 SUB-POLICY ON UPLOADING AND UPDATING OF INFORMATION ON COLLEGE WEBSITE.

- 8.6.1 The College website should do the following:
  - a) Establish corporate identity and visibility for the college.
  - b) Provide efficient method of delivering current, factual and official information to the public
  - c) Market the College to the internal and external stakeholders
  - d) Publish the information about the college to support strategic goals and meet legislative requirements
- 8.6.2 The College website serves as the window to the public and as such, the marketing and Communication section is responsible for the content and must ensure that:
  - a) Information on College policies, programmes, services and initiatives is regularly updated accurately and easy to understand.
  - b) The service and information resources provided through the website are comparable in quality and functionality to those delivered by other communications channels.
  - c) Private and copyright ownership are respected.
- 8.6.3 Third party advertising and references on the website:
  - a) Paid advertising is not allowed on the College website.

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- b) Organisation sponsoring College activities may only be acknowledged in texts and relevant pages.

## **8.7 SUB-POLICY ON SOCIAL MEDIA**

Social Media allows Capricorn TVET College to be part of the digital revolution that allows two-way communication with the public rather than simply communicating with them. When dealing with social media the following apply:

- 8.7.1** The Marketing and Communication section will seek approval from the DP: Innovation and Development to open social media accounts that he/she deems relevant and accessible to the internal and external stakeholders.
- 8.7.2** The Marketing and Communication section will be responsible for updating content that promote a favourable image of the College such as articles/ videos and any other material that deemed to be newsworthy
- 8.7.3** When posting on social media the following guidelines should be followed:
  - a) Keep posting legal, ethical and respectful information/news
  - b) Respect copyright laws
  - c) Ensure that the information published online is accurate and approved
- 8.7.4** Employees and students of the College also have an additional obligation to defend, build and sustain the reputation of the institution.
- 8.7.5** When using social media at a personal capacity, employees and students should consider the following:
  - a) Keep College information confidential: only share what is already published on the public domain
  - b) Do not post any information that may bring the name of the College into disrepute
  - c) The College logo and other branding symbols may not be used in personal social media accounts without explicit permission in writing from the Marketing and Communication section.

## **8.8 SUB-POLICY ON SOCIAL RESPONSIBILITY, SPONSORSHIPS AND DONATIONS**

Marketing and Communication section shall be informed to coordinate events relating to social responsibilities and donations when the College wants to do so for publicity purposes.

## **8.9 COPYRIGHT**

- 8.9.1** The College shall own all the publicity materials and information it has paid for or created.

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8.9.2 The reproduction of such material shall require approval of the College Principal and Council.

## 9. ROLE AND RESPONSIBILITY

- 9.1 The Council of the College is the leader whose role is to provide governance by establishing priorities and overall themes of the college.
- 9.2 The Principal is an Accounting Officer of the College whose role is to provide leadership in the overall administration of the college.
- 9.3 The DP Innovation and Development will support the Principal as an Accounting Officer in co-ordinating and directing the college's implementation of this policy.
- 9.4 The Marketing and Communication Manager shall provide advice and ensure that the activities of the College at the central office and in campuses, conform to the requirement of this policy regardless of reporting relationship or placement within the organizational structure.
- 9.5 Line managers and staff members shall ensure compliance and conformity to the policy and procedures as outlined herein.

## 10. PROCEDURE AND COMPLIANCE

- 10.1 This policy is intended to ensure that the College engages in a co-ordinated manner.
- 10.2 Adherence to this policy will result in a coherent image for the College.
- 10.3 This Marketing and Communication policy is applicable to every staff member and students of the College and it falls within the scope of its internal and external communications.

## 11. MONITORING AND EVALUATION

The Division of Innovation and Development through Marketing and Communication section, shall monitor the implementation of the policy and shall report any deviations to the Principal.

## 12. POLICY FRAMEWORK

The policy shall be reviewed to factor changes in legal frameworks, organizational development, political and economic trends, and envisaged outputs by the regulatory frameworks as well as outcomes of monitoring and evaluation.

## 13. POLICY IMPLEMENTATION AND REVIEW

This policy will be implemented with effect from the day on which it has been approved by the College Council and shall be reviewed after each and every three years, or as a need arise.

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