



Marketing Communications Department Policy

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First Update



Table of Content

<i>The Purpose of Policy</i>	
<i>Policy Scope and Application</i>	
i. Brand Managemnt	
<u>ii.</u> Marketing & Communications	
<i>iii.</i> Events Management	

Document Control

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Approval:

Position	Name	Signature	Date
Head of Department	Safia Dart		
VP External Relations	Dr Maha Al Saud		

The purpose of this policy

This policy enables the University to protect and enhance its marketing communications and consequently its reputation, by adopting a coordinated and consistent approach and creating a coherent, distinctive brand for its representation to external audiences.

The policy addresses the management of:

- i. Brand Management
 - Brand and corporate identity, including logos
 - Design
- ii. Marketing & Communications
 - Advertising
 - Social Media
 - Recruitment Events
 - Market Research
 - University Photography
 - University Website
 - Merchandise
- iii. Events Management
 - Ceremonies & Special Visits
 - PR Protocol
 - Media
 - Sponsorship
 - Student ambassadors & volunteers
 - Film Production (Proposed New Unit)

If staff require clarification regarding any of the above terms they should contact Marketing Communications Department



Policy scope and application

This policy applies to all faculty, staff, students and other individuals working on behalf of the University where University funds and resources are being used to represent it to external audiences as well as internal community.

i. Brand Management

We are extremely fortunate to have a prestigious brand that is recognised around the world. Our excellent reputation as a leading university in the Kingdom, region and the world has been built in a short space of time through faculty, staff, students and alumni, and it's our turn to nurture and develop it as one of our most precious assets.

○ Brand and corporate identity, including logos

Alfaisal University brand represents what Alfaisal stands for - its promise to the market - and is represented in imagery and words. Corporate (visual) identity is one element of the brand, and is the way in which the University presents itself to the public including, but not limited to, the Alfaisal Logo, market positioning, corporate colours, typefaces and other elements of visual identity.

As per the University brand guidelines there is only one logo identity for it: The Keyhole with image of Late King Faisal with the three foundations: Faith, Knowledge and performance in Arabic. This iconic image is the unifying symbol that represents all the colleges, departments and sections and should appear on all materials internal/external on the top left hand

Individual college & department logos are identified through the three-colour strip of blue, pink and green with the concerned college and department name only.

Other logos, slogans or tag lines must not be developed or used to represent sections, units, internal departments, programs, initiatives, research centres, institutes, groups or communities that are wholly owned by the University.

Use of the Alfaisal Logo and corporate identity must follow the Brand Guidelines established and kept by Marketing & Communications Department and available on Alfaisal University website.

Students, student clubs or associations, or staff must not use the Alfaisal logo for assignments, outside work, or any other purposes not approved by Marketing Department.

All applications of the Alfaisal name, or logo, whether produced by Alfaisal students, or students' associations and third parties, must be checked for corporate identity compliance and approved by the following:

1. Head of Student Affairs

2. Head of Marketing Communications Department

○ Design

All design and visual production work intended for external audiences, including publications and marketing materials (printed, electronic and audio-visual/video content), must be undertaken by the production team in the Marketing Communications Department unless outsourced by the Snr Management of the University at which point the Head of Marketing Communications Department will be fully engaged with the production team.

No area of the University may engage directly with external design, marketing, merchandise or production suppliers, printers, photographers or videographers without prior approval, knowledge and engagement of the Head of Marketing Communications Department.

This also includes direct engagement with the Marketing Communications Production team.

1. Submitting eForm with with College Dean/Head of Department approval to mc@alfaisal.edu
2. Head of Marketing Communications review and assign to production team
3. Production team briefing with requestor
4. Head of Marketing Communications review of produced material
5. Requestor review/feedback
6. VP of External Relations approval/feedback
7. President Office approval (where applicable)
8. Artwork sent to requestor

All design requests must be received 2 weeks prior to requestor's deadline. In cases when there is a short deadline the following applies:

1. New submission date is approved with knowledge of requestor
2. Work is outsourced with knowledge and approval of requestor
3. Student Ambassadors assigned to task

ii. Marketing & Communications

The Marketing Communications Department are fully engaged with the University, its colleges and departments for their marketing & communication needs. Services we provide fall under 5 main categories:

○ Advertising Campaigns

The Marketing Communications Department appoints and manages advertising agencies to provide professional advice, media and creative services for corporate branding, program marketing campaigns and other key projects. All agency briefs & in house services are managed through Marketing Dept.

It is Alfaisal policy that all advertisements paid campaigns/unpaid for by Alfaisal (for example, in conjunction with local or international partners) and carry the Alfaisal logo, are subject to approval by the Head of Marketing Communications, VP of External Relations & President. This requirement should be stipulated in any agreement negotiated with third parties.

Advertisement campaigns that are not paid for and are sponsored by a media outlet (for example, free advertising received as a sponsorship) will bear the logo of the sponsor and are subject to approval by the Head of Marketing Services, VP of External Relations & Presidents Office. Sponsor review is also taken before publishing.

Alfaisal does not permit advertising by external organisations in online and web communications.

1. Submitting eForm MCSA2 with College Dean/Head of Department approval to mc@alfaisal.edu
2. Head of Marketing Communications review and assigned to production team
3. Production team briefing with requestor
4. Head of Marketing Communications review/feedback of produced material
5. Requestor review/feedback
6. VP of External Relations approval /feedback
7. President Office approval/feedback
8. Artwork sent to requestor

All Ad campaign requests must be received 4 weeks prior to requestor's deadline. In cases when there is a short deadline the following applies:

1. New submission date is approved with knowledge of requestor
2. Work is outsourced with knowledge and approval of requestor

○ Social Media



Marketing Communications Department manage all official Alfaisal official social media accounts and platforms as well as the curation and moderation of content for these channels on behalf of the University.

Only official Alfaisal social media accounts and student associations & clubs may use the Alfaisal logo or branding, or purport to represent Alfaisal. Advice and approval of this use of social media is provided through Marketing Communications Department. Please send your queries to mc@alfaisal.edu

Marketing Communications Department must approve any social media account or site that seeks to represent Alfaisal as a whole or in part. This includes any account or site that is established for promotional purposes, including (but not limited to) promoting Alfaisal initiatives, research or events. Any account that doesn't adhere to the brand regulations will be referred to the respective Snr Management for action.

Departments & college staff and students clubs & association on social media platforms are expected to conduct themselves in accordance with the University's Social Media - Managerial Policy, and other relevant policies and procedures. Social media activities undertaken by student groups, associations or individual students are considered to be under the management of Student Affairs.

Where content reflects a third party involvement or mention, the communications team will be responsible for communicating third party social media policy and ensure all posts are reviewed before posting.

Content (written and visual) for social media must follow the University's Social Media Guidelines, available through www.alfaisal.edu

1. Submitting eForm MCSSM3 with College Dean/Head of Department approval to mc@alfaisal.edu
2. Head of Marketing Communications review and task is assigned
3. Communications team briefing with requestor
4. Head of Marketing Communications review of produced material
5. Requestor review/feedback (review of 3rd party if involved)
6. President Office approval (where applicable)

○ Recruitment Events & Activities

Marketing Communications develops and delivers marketing strategies to support recruit domestic students for undergraduate and postgraduate programs. Program-specific marketing plans are also developed by Marketing in collaboration with the concerned faculties & colleges.

Marketing Communications supports the University's program of communication and engagement with schools. This includes

- Support in building and maintaining relationships with schools
- Support in coordinating the representation of Alfaisal at a range of school events including school visits, careers expos, subject selection evenings
- Support in communicating to schools and their community (including parents and guardians)
- Assist in developing school engagement/outreach programs for students and faculty

It is important that Alfaisal maintains positive relationships with schools, which account for around half of the University's undergraduate intake. Communication and engagement with schools is supported by Marketing Communications.

If an Alfaisal staff member outside Marketing Communications or Student Affairs is approached by a school with a request to engage in activities relating to student recruitment, that request must be immediately referred to the Dean, Student Recruitment for further action to ensure a holistic and effective approach in managing schools' relationships.

Domestic student recruitment events including Alfaisal information events, open days, career expo, industry evenings, and awards and presentation activities are managed jointly between Student Affairs, the respective college and Marketing Communications team. No other area of the University, including faculties and departments, is permitted to have a separate presence at events where Alfaisal is already represented unless the Director, Marketing Communications, VP of External Relations & Presidents office has granted prior written approval.

Alfaisal will be represented at all events and activities that take place in the university, students organised activity, campaign, and festival, to conferences hosted by Alfaisal or a third party. Each event will be evaluated by Marketing Communications to assess participation.

Marketing can support Student Affairs in developing and maintaining an audience of highly engaged contacts including schools (primary and secondary), prospective students and community members.

1. Submitting Form MCSRE4 with College Dean/Head of Department approval to mc@alfaisal.edu Head of Marketing Communications to review and make recommendations to VP of External Relations & Presidents Office
2. Marketing Production team briefing with requestor
3. Head of Marketing Communications review of produced material
4. Requestor review/feedback (review of 3rd party if involved)
5. VP of External Relations approval
6. President Office approval (where applicable)

○ Market Research

The Marketing Communications Department supports the University by conduct market research for all University colleges and departments. Marketing Communications explore areas such as course development, recruitment, positioning, and aspects of the student experience. In addition, undertaking or commissioning quantitative and qualitative research to help assess future needs and trends. Conducting market research will enhance the quality of the college/department and help in making the right decisions

1. Submitting Form MCSRE4 with College Dean/Head of Department approval to mc@alfaisal.edu
2. Head of Marketing Communications review of request
3. Project scope and deadline to be finalised with requestor
4. Submission of findings

○ **University Website**

www.alfaisal.edu is the official Alfaisal website. Other websites must not be developed or used to represent sections or activities within the University, including the establishment of non-Alfaisal domains or URLs.

Marketing Communications is responsible for the management of content (written and visual) and design for the Home Page and news pages.

All colleges and departments are responsible for their respective pages. Web authors and coordinators must be nominated by the respective colleges and or departments managers, and delegated the responsibility to deliver quality content via the portal eForms on behalf of their units. Web author and coordinator nominations are approved by college/department for the college or unit

Content produced by staff (written and visual) must follow the University's relevant guidelines and where relevant utilise Marketing Communications team to deliver content-related projects. Accuracy of academic program information is the responsibility of the faculties, and must comply with Branding style guides.

IT are responsible for sending monthly reminders to respective departments and colleges for any website updates.

The maintenance of the website including the infrastructure and development/updates will be under the responsibility of IT Services.

Specific links on the University homepage are approved by Head of Marketing Communications and are reserved for high-level corporate branding, major events and major student recruitment activities.

Where a joint venture is established with an external organisation, an external website may be developed. However, the developer must take responsibility for legislative compliance and regular updating of information. Content on the external website should not simply duplicate information contained on the Alfaisal website but may link to the Alfaisal website.

Procedure for website Home page or news posting

- Submitting Form MCW5 with College Dean/Head of Department approval to mc@alfaisal.edu
- Head of Marketing Communications review and assigned to communications or production team
- Communications team briefing with requestor
- Head of Marketing Communications review of produced material



- Requestor uploads e request in portal

- **University Photography**

The Marketing Communications Department provides photography services with approved images for use in Alfaisal University communications, internal and external. This includes photography of Alfaisal University campus, students, visitors, events...etc. The Marketing Communications Department archive all university photos that are available upon request.

Photographs taken by Marketing Communications photographer are owned by them, they are free to edit, fix and is use the material taken, and created by its team for different University marketing purposes. Photographs are shared with requesters after being filtered and edited by the photographer and after approval from the Head of Marketing Communications

Requestor must sign a consent form ensuring that during the event the audience (male and female) agree to have their photos and videos taken and agree on posting them on Alfaisal University communication channels unless stated otherwise

- **Merchandise**

Marketing Communications coordinate production of all official Alfaisal merchandise and promotional materials.

All Alfaisal merchandise is available upon request and approval of VP of External Relations and through Marketing Communications. Where colleges & departments wish to order their own Alfaisal-branded merchandise for giveaway or sale to staff, students or external stakeholders, this can also be ordered through Marketing Communications after the approval of the VP of External Relations. Final artwork for promotional items must be checked for compliance with corporate identity standards and approved by Head of Marketing Communications.

Approved corporate gifts can also be requested by colleges and departments from the Marketing Communications.

Marketing and External Engagement monitors the sustainability of marketing and external engagement activities it undertakes for the University in accordance with the University's Sustainability - Governing Policy.

iii. Event Management

- **Events, Ceremonies & Special Visits**

Marketing Communications Department is responsible for ensuring that all events held uphold the image of the University and its mission, it is the authorised department responsible for the planning and delivery of major University events including ceremonies, exhibitions, recruitment events and any other University event that is held in collaboration with an external entity.

All other corporate/academic functions hosted by any Alfaisal college or department which involve representation at senior Alfaisal level with dignitaries and other community members will require owner to engage Marketing Communications Department at the initial planning stages and ensure that approval for this activity is taken from Office of President.

Planning for corporate functions as mentioned above is undertaken by event owner representative (College/department) with advice from Marketing Communications.

Announcement of the event is done through weekly news wire, social media, and website. All event owners (Deans & HOD) are responsible for event announcement to Snr Leadership. VIP invitee lists must be shared with Head of Marketing Communications 2 weeks prior to any such event, for review and approval from VP of External Relations. Marketing Communications are responsible for contacting, confirming and receiving all VIP, Dignitaries etc.

Any VIP visits/lectures, delegations local or international scheduled must be communicated with the Marketing Communications Department.

1. Submitting Form MCE5 (Events) MCSPV6 (Visits) with College Dean/Head of Department approval to PR through eForm link.
2. Head of Marketing Communications review task is assigned
3. PR team briefing with requestor
4. Approved action plan(event) Visit Agenda is sent to requestor
5. Event is executed as per agreed action plan/visit agenda

SECB Permits for Events:

Marketing Communications are responsible for obtaining SECB permits on behalf of the University/college event organizers, apart from Student Affairs.

Marketing Communications will coordinate with the official events management company to obtain the appropriate incenses and permits.

All documents required for obtaining approvals need to be provided to Marketing Communications in a timely manner.

○ University PR Protocol

Marketing Communications produces news stories which are current, factual and objective, and which highlight the services and priorities of the University. Where news is about another party in collaboration with Alfaisal, the news release must be initiated by other party and reviewed by the president. A final release will be issued by both parties.

News releases and other publications produced by the Marketing Communications Department should not include material designed to affect public support or direct marketing of a course/or related.

The University has a role as a community leader, which means news stories may be issued to:

- Explain and raise awareness about evolving or existing discoveries, research or advancements, functions, projects or initiatives
- Provide information about services
- Open or launch a new scheme or project

Publicise University, Committees and other meetings involving University representatives, their agendas and outcomes, Board members, advisory board members etc.

Marketing Communications is responsible for guests PR:

- Ambassadors, Ministers, Dignitaries, and Board Members who will be met by the President, VP of External Relations at events, meetings or any such activities that is conducted at the University. Head of Marketing Communications will monitor the arrival of guests and notify leaders of the imminent arrival. Executives, CEO's and other will be met by the Head of Marketing Communications and escorted to where the President and VP of External relations will welcome visitors.
- PR protocol of all attending dignitaries and others must be communicated with their assigned coordinator. PR specialist must be in direct contact with all coordinators to ensure a smooth running of events.
- All arrangements are coordinated by the University's PR/MC in line with established standards, ensuring professional organization and reflecting the university's institutional identity and excellence in all formal occasions.
- Standardize seating arrangements, flag placements, and meeting protocols to maintain a unified and dignified presentation during official events.

○ Media

All media relations activities and contact with any media outlets must be directed through the Marketing Communications Department. Official Alfaisal press releases are issued only by this team after the approval of VP of External Relations, and President of Alfaisal.

Media organisations, TV or News channels seeking to visit Alfaisal campus or facilities must be directed first to Marketing Communications Department.

Marketing Communications assists in appropriate pre-promotion and media coverage of corporate events. If media representatives are to be invited to corporate functions, as guests or in anticipation of the event receiving media coverage, this invitation must go through Marketing Communications.



NO student or faculty is permitted to engage in interview with any media outlet without the knowledge and approval of Dean of College & Head of Marketing Communications. A member of Marketing Communications must be present at every activity.

Academic staff are encouraged to share their expertise with media on matters of community interest but only through the Marketing Communications. The President, however, is the principal spokesperson for Alfaisal on matters of policy and corporate issues.

During critical incident, all communications with the media must be arranged and managed by the Head of Marketing Communications in coordination with the President's office.

○ **Sponsorships**

Marketing Communications are responsible for the management of any approved outgoing sponsorship arrangements on behalf of the University. Outgoing sponsorship involves Alfaisal seeking out and paying for some or all of the costs associated with a project, program, event or activity in exchange for recognition. This will involve ensuring any agreements as part of the sponsorship that involves marketing the University is monitored.

The Development Department is responsible for the management of incoming sponsorship. Incoming sponsorship involves an external party approaching Alfaisal to pay for some or all of the costs associated with a project, program, event or activity in exchange for recognition. Marketing Communications teams can help assist in seeking incoming sponsorship for colleges and events using the guide developed by Development Department.

○ **Student ambassadors and volunteers**

Marketing Communications in collaboration with Student Affairs are responsible for the recruitment of Alfaisal student ambassadors. Student ambassadors are current students who are trained to deliver various activities on behalf of the University. They provide a link between the community and Alfaisal by using their own experiences to convey and share their knowledge.

Any paid work that an Alfaisal student ambassador undertakes for the University must be approved in writing by Marketing Communications.

Marketing Communications is responsible for the management and rostering of Alfaisal student ambassadors.

Alfaisal students who are not official student ambassadors are deemed to be volunteers. They may be used to communicate with prospective students at recruitment events or engagement activities provided by Volunteers Club, Marketing Communications approves their use in writing and briefs them on University priorities and messages prior to them attending.

○ **Film Production (Proposed New Unit)**