Policy: Marketing and Communications

Policy Reference: C-MK-001
Version: 02
Person Responsible: Manager: Marketing & Communications

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1. Policy Statement

Marketing and Communication is committed to maintain and develop the institutional brand, actively communicating with all Bahrain Polytechnic Stakeholders to ensure understanding of the image and message in line with Bahrain Polytechnic vision, mission, values and goals.

Marketing and Communication is also committed to promote the Bahrain Polytechnic as the preferred choice of tertiary educational institution in the Kingdom, with the aim of having graduates as the 'preferred employees' in the local and regional employment sectors.

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2. Definitions

- **Advertisement (Ads):** messages intended to inform stakeholders for enhancing and maintaining corporate reputation through announcements, events and news and vacancies.
- **Announcements**: Important information to be shared with stakeholders (i.e. registration details, new policy or change in existing policy, new programme)
- **Authorized Website Representative**: Bahrain Polytechnic approved representatives from each functional area by the CEO, with authority to approve website content updates.
- **Bahrain Polytechnic Events:** corporate or academic planned occasion or activity that takes the form of functions, visitor hosting, ceremonies, launches, exhibitions, conferences, workshops, seminars, public lectures, performances, cultural and recreational activities, concerts .
- **Bahrain Polytechnic Newsletter**: is a regularly distributed publication to subscribers about Bahrain Polytechnic latest happenings for the past period and announcements for the upcoming period.
- **Bahrain Polytechnic newsletter subscribers**: audience who have subscribed through the Bahrain Polytechnic Official website (www.polytechnic.bh), who are interested to receive regular updates
- **CMS Workflow**: Embedded steps that content update go through starting from content update, testing, approval then publishing.
- **Content Management System (CMS):** The software used by Web Services to manage Web content. It includes embedded steps to update, modify, test and publish content on live website environment
- **Corporate reputation**: is the overall evaluation of an organization or stakeholders judgement based on past performance and probability of its future behaviour. *Organization may have a different reputation with different stakeholders based on past performance.*

- **Design:** includes art work following Bahrain Polytechnic Brand guidelines for use on Bahrain Polytechnic publications (i.e. brochures), promotional items, advertisements (magazines and newspapers), online (i.e. e-cards and e-newsletters), brand elements (i.e. facilities, polytechnic cars), packaging, awards (i.e. certificates and trophies), Apparel (i.e. graduation gown, promotional t-shirts), signage (i.e. billboards)
- **Donor:** any person or organisation making a donation.
- **Donation:** is a voluntary transfer of cash, in-kind or service by a donor, made with philanthropic intent for the benefit of the institution.
- **Event**: Any activity that may impact on the Bahrain Polytechnic brand and reputation.
- **Event Categories**: Low Impact (i.e. Admission), High Impact (i.e. Speakers) as evaluated by Marketing and Communications
- **Event on Website**: A significant point in time worth recording. All events at the Bahrain Polytechnic Website are linked to a gallery that include chosen photos captured from the event and a related press release and/or news.
- High Impact Event: also major events that require planning and management to implement (i.e. Graduations events) and have a high impact on Bahrain Polytechnic reputation and massive publicity.
- **Incoming Sponsorship:** any Bahrain Polytechnic activity funded by external organizations either by cash, in-kind or services.
- **Institutional Events Calendar**: A calendar maintained and updated by Marketing and Communications that has all Bahrain Polytechnic events.
- **Internal Newsletter**: a regularly distributed publication developed by faculty/directorate to students and staff that is specific to the subject newsletter.

- **Low Impact Event:** also minor events that require minimum planning and management to implement and have a low impact on Bahrain Polytechnic reputation and require little publicity.
- **Marketing Store**: physical safe and locked storage space for promotional material (stationary, branded clothing, executive gifts and trophies, printed material)
- **Media Archives**: Press releases, photos and Videos of events, campus life, brand photography, personal photos (ID cards and business cards).
- **Media channels:** include means to advertise in mass media such as newspaper, magazines, television, radio, outdoor advertising (i.e. billboards), or online such as blogs and social media, websites or text messages.
- **Media Coverage:** Photos and press releases of Bahrain Polytechnic events.
- **Minor changes to Bahrain Polytechnic website**: include spelling and grammar mistakes, hyperlink updates to all pages of the Bahrain Polytechnic website.
- **Negative Publicity**: also called 'Bad media', relates to any comment or statement which tarnishes the Bahrain Polytechnic corporate reputation.
- **News**: All latest happenings at the Bahrain Polytechnic campus.
- **Notice Board**: also called bulletin boards, is a board on the wall located around campus for the purpose of displaying informational material.

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- **Official Website**: The Bahrain Polytechnic publicly accessible pages www.polytechnic.bh, accessible via the internet, containing information that serves Bahrain Polytechnic stakeholders including but not limited to: potential students, current students, parents, staff, industry, community.
- **Outgoing sponsorship**: any activity funded by Bahrain Polytechnic either by cash, in-kind or services to support external organizations.
- **Press Release**: is an announcement directed to editors and journalists at newspapers, magazines, radio stations, online media, television for publishing significant achievements and highlights.
- **Promotional items**: include branded items with Bahrain Polytechnic logo or slogan used to promote Bahrain Polytechnic, corporate image, brand, used in events, conferences, workshops, and to maintain stakeholder relationships. This includes but not limited to the following branded items: Leather Folders, Executive Ball Pen, Crystal Trophies, A5 Leather Folder, Leather Laptop Bag, Paper , Carry Bags, Hardcover Notebook, Lapel Pin, A5 Notepad, Sticky Notepad, Polo Shirts, Wrapping Paper, Ribbons, Neck Ties, Scarves, Small Carry Bags, Promotional Plastic Pens, USBs, Thermo Mugs, Ceramic Mugs, Business Card Holder, Car Sunshades, USB Laser Pen and Presenter, Fridge Logo, Hoodies, Branded Coasters, VIP Gahwa Cup Sets, VIP Gahwa Pots, Tea Pots)
- Publications: content for the purpose of promoting Bahrain Polytechnic in the public excluding communication of academic research in external publications and at conference presentations.
- **Social media channels**: media tools Bahrain Polytechnic uses to gain online exposure
- **Sponsorship:** a cash, in-kind or service paid in return for access to advertisement potential associated with that sponsorship. Excluding student scholarships and sponsorships.
- **Success Story**: is a highlight of positive change or great achievement in the life of Bahrain Polytechnic students, Alumni and staff members.

3. Application

People:

This policy applies to prospective students, current students, parents, all staff, industry, alumni and government institutes.

Processes:

This policy applies to all functions of Marketing and Communication including managing Bahrain Polytechnic website, managing Bahrain Polytechnic brand manual, advertising material in different media, managing promotional items, designing and printing material in line with Bahrain Polytechnic Brand manual, writing press releases, managing social media and bad media, event management, managing requests related to media consisting of photography, videography and brand photography, managing sponsorships and donations, managing notice boards in addition to managing the centralized location of archived media and sharing archived media upon request.

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4. External Requirements

- The laws and regulations in the Kingdom of Bahrain.
- Cabinet
- MoF rules and regulations
- eGovernment Website requirements.
- Bahraini legislations of Ministry of Interior/ Cyber Crime Directorate

5. What is Expected:

- Effective and efficient Marketing and Communication services in relation to Bahrain Polytechnic core business to enhance productivity.
- Provide strategic marketing, communications and consulting services of expert advice and solutions across a range of media to other functional areas within the Bahrain Polytechnic.
- Policies and procedures necessary to ensure the proper and efficient use of Bahrain Polytechnic resources.
- Compliance with appropriate recognized International standards and authorities.
- Coverage of functions, activities and events prepared by the various faculties and departments of Bahrain Polytechnic.
- Promoting Bahrain Polytechnic in the public and create coherent relationships with the media either internally or externally through conferences or exhibitions in the kingdom or regionally.
- Strong local presence in different media channels such as; newspapers, publications and website.
- Consistent design of marketing and promotional materials, internal and external advertisements, publications and press releases in line with Bahrain Polytechnic Brand.
- Serve as the brand guardian, and promote Bahrain Polytechnic brand in the marketplace, ensuring all communications reflect the vision and positive reputation that the Bahrain Polytechnic aims to portray.
- Represent Bahrain Polytechnic in the many external exhibitions and conferences that are concerned with education and learning issues such as the Education and Training Exhibition organized annually by the Ministry of Education, and similarly, the exhibitions related to industry.
- Showcase the successes of students and staff by its public relations team through periodic bulletins and creating captivating advertisements for a range of media.
- Managing communications including; social media such as Twitter, Instagram and Youtube, bad media, press releases, advertisements on different media to promote the Bahrain Polytechnic's brand, In addition to Invite external media to cover Bahrain Polytechnic events.
- Updated Bahrain Polytechnic Official website www.polytechnic.bh
- Managed requests related to media including photography, videography and brand photography, in addition to managing the centralized location of archived media and sharing archived media upon request.

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6. Key Dates

First Approved: (1) 05 July 2015 by SMT, (2) 22 November 2015 by SMT

This Version Approved: (2) 22 November 2015 by SMT ,Approved by BoT 14 December 2015

Next Review Date: 4 years from this version approval date or as required

7. Links and Related Documents

- Bahrain Polytechnic Style Guide
- Bahrain Polytechnic Brand Manual
- Copyright: C-GA-007
- Intellectual Property: C-GA-006

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