

New City College Marketing Policy and Procedures

Policy Statement

Marketing supports the CEO and Principal and his Senior Management Team at New City College to:

- Build and grow the College's external brand image both in east London and wider (London/UK)
- Attract learners to apply and enrol at New City College
- Promote and communicate the College's success rates, student progression, course provision, support for learners, activities and success to both internal and external audiences in a coherent and effective manner
- Manage the College's social media outlets and communication
- Manage the College's PR and media engagement (east London, London, national and trade)

Marketing will do this by planning and delivering a range of marketing and communication activities to aid recruitment strategies and brand building. This includes:

- High quality events like open days and enrolment
- Advertising campaigns to promote open days, enrolment, new course provision
- Producing high quality and engaging marketing materials including prospectuses, posters, advertisements, films and digital media
- Using a wide range of marketing and advertising channels to reach prospective students
- Posting engaging and informative content and images onto our social media channels
- Keeping abreast of latest marketing developments relating to technology and young people's use of it and how this can be adapted to aid recruitment.
- Engaging with the media and regularly supplying them with news about the College and responding to their enquiries in a timely and professional manner

Research will be conducted routinely to ensure marketing activities are responsive to the changing needs of prospective and current students.

Scope

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.

Key Principles

Marketing will:

- Endeavour to deliver an effective service through outstanding customer care and planning
- Always promote the college's provision and activities using the most effective promotional and advertising tools
- Always promote a positive and welcoming image of the College to prospective students (and their families)

Procedures

The procedures are based on the **Key Principals** outlined above.

When marketing the college and its activities and provision, we will adhere to these procedures below:

- Provide accurate and honest information about the college in our marketing campaigns and materials to attract students to apply for courses that are appropriate to their abilities and aspirations
- Promote and comply with the college's Equality and Diversity Policy
- Only feature students in our marketing who have agreed and signed our marketing consent forms for using their representation in our marketing campaign and materials
- Produce marketing campaigns and materials that comply with the Equality Act
- Support school liaison activities to maintain effective links between the college and its contributing schools
- Support the CEO and Borough Principals in promoting the college's identity both internally and externally

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