



Georgian American University, LLC

**Marketing and Communications Office
Regulation**

Contents

- 1. **General Provisions**..... 3
- 2. **Objectives of the Office**..... 3
- 3. **Office functions** 3
- 4. **Office Structure** 4
- 5. **Head of Office**..... 4
- 6. **Head of the Division (center)** 5
- 7. **Student Services Marketing Division** 5
- 8. **Media & Communications Division** 6
- 9. **Career Services Center** 7
- 10. **Youth Educational Establishments Relations Division** 9
- 11. **Final Provisions**..... 10

1. General Provisions

- 1.1. This Regulation defines the authority, accountability and regulation of the Marketing and Communications Office (hereinafter referred to as the “Office”) of the Georgian American University LLC. (hereinafter referred to as the “University”) and regulates issues related to the activities of the Office.
- 1.2. The Office is an auxiliary structural unit of the University.
- 1.3. The Office is guided in its activities by the Constitution of Georgia, international treaties, Georgian legislation, the Statute of the University, this Regulation, the acts of the President and the Senior Vice President of the University.
- 1.4. The Office is accountable to the President and Senior Vice President of the University.

2. Objectives of the Office

- 2.1. The purpose of the University Marketing and Communications Office is to raise public awareness of university activities, to plan and implement a variety of student offices.

3. Office functions

The functions of the University Marketing and Communications Office are:

- 3.1. Development of annual marketing strategy and action plan;
- 3.2. Marketing budget planning and implementation coordination;
- 3.3. Participation in updating the University Development Strategy;
- 3.4. Planning and managing a university image (PR) campaign;
- 3.5. Development and coordination of student attraction strategies;
- 3.6. Coordination and the placement of advertisements (in newspapers, magazines, websites, etc.);
- 3.7. Development of a brand-book and coordination of implementation;
- 3.8. Diversity of student life, planning/coordinating activities in support of them;
- 3.9. Work in close liaison with students to support student projects and innovative initiatives.
- 3.10. Planning and conducting student satisfaction surveys;
- 3.11. Ensure coordinated work of structural divisions within the office.

4. Office Structure

- 4.1. The structural divisions of the University Marketing and Communications Office are:
 - 4.1.1. Student Services Marketing Division
 - 4.1.2. Media & Communications Division
 - 4.1.3. Career Services Center
 - 4.1.4. Youth Educational Establishments Relations Division
- 4.2. Each structural unit consists of:
 - 4.2.1. Head of Division (Center) - Head
 - 4.2.2. Manager / Managers

5. Head of Office

- 5.1. The Head of Marketing and Communications Office directs and manages the activities of the Office. He / She is responsible for the full and proper implementation of the functions of the Office.
- 5.2. Head of Marketing and Communications Office:
 - 5.2.1. Develops strategic, action plan of the Office and directs its implementation;
 - 5.2.2. Gives assignments and instructions to the employee / employees of the office, if necessary, distributes duties among them;
 - 5.2.3. Exercises control over the proper performance of official duties and observance of discipline by the employee / employees of the office;
 - 5.2.4. Signs and endorses the documents prepared in the office, is also responsible for the quality and accuracy of their execution;
 - 5.2.5. Prepares responses to incoming correspondence;
 - 5.2.6. Participates in the discussion of the candidatures of the persons appointed to the office within the scope of its competence;
 - 5.2.7. Signs and endorses the documents prepared in the office, as well as is responsible for the quality and accuracy of their execution;
 - 5.2.8. Prepares responses to incoming correspondence;
 - 5.2.9. Participates in the discussion of the candidatures of the persons appointed to the office within the scope of its competence;
 - 5.2.10. Presents the annual report on the office activities to the Senior Vice President of the university.
 - 5.2.11. Within the scope of his / her competence, he / she performs the duties of the University President and the Senior Vice President.
- 5.3. In case of absence of the Head of the Office and / or temporary inability to perform his / her duties, one of the employees of the Office shall perform his / her duties on the basis of the decree of the Senior Vice President of the University.

6. Head of the Division (center)

6.1. The structural unit - Division / center is led by a head, who is appointed by the President of the University on the recommendation of the Senior Vice President.

6.2. Head of Division (Center):

6.2.1. Directs and manages the activities of the division (center);

6.2.2. Is Responsible for the full and proper implementation of the functions of the division (center);

6.2.3. Distributes functions among division (center) managers, gives them instructions, tasks, and supervises their implementation;

6.2.4. Provides appropriate response to applications and letters received by the University on issues within the competence of the division (center);

6.2.5. Upon request, submits a report on the activities carried out by the division (center) to the head of the office;

6.2.6. Carries out the tasks and instructions of the head of the office according to the goals of the office.

6.3. The head of the division (center) is accountable to the head of the office.

7. Student Services Marketing Division

7.1. The functions of the Student Services Marketing Division are:

7.1.1. Diversity of student life and planning / implementation of various activities for this purpose;

7.1.2. Planning, implementation of extracurricular activities (conferences, science festivals, public lectures, competitions, tournaments, etc.) and promotion of participation by stakeholders;

7.1.3. Frequent meetings with students to consult and hear initiatives from them;

7.1.4. Staffing and coordinating the corps of student ambassadors;

7.1.5. Planning / implementing a student graduation event;

7.1.6. Provide feedback on the implemented activities and report accordingly;

7.1.7. Student Satisfaction Survey, Reporting;

7.2. In order for the Student Services Marketing Division to fully and effectively carry out the functions provided in this Regulation, the Office may employ a Manager / Managers appointed by the President of the University on the recommendation of the Senior Vice President.

7.3. The functions of the Student Services Marketing Division Manager are:

7.3.1. Organizing student events (cultural, sports, etc.) and active cooperation with students and relevant public and private structures for this purpose

7.3.2. Advising students on ongoing and planned activities at the University;

7.3.3. Forming a corps of student ambassadors, communicating with them, receiving and analyzing information;

- 7.3.4. Develop student satisfaction survey questionnaires, organize research, and analyze results and provide feedback with relevant office / unit;
- 7.3.5. Planning a student graduation event, liaising with relevant individuals and organizations, defining the circle of guests, organizing their invitation;
- 7.3.6. Managing correspondence and answering telephone calls on matters within its competence;
- 7.3.7. Performing separate tasks of the Head of the Office and the Head of the Division in order to implement the issues within the competence of the division.
- 7.4. The Student Services Marketing Division Manager is accountable to the Head of Division.

8. Media & Communications Division

The functions of the Media & Communications division are:

- 8.1.1. Developing short-term and long-term public relations strategies;
- 8.1.2. Ensuring University visibility for external audiences;
- 8.1.3. Close cooperation with the University's basic education (schools) and other structural units for the planning and implementation of the PR strategy;
- 8.1.4. Collecting, sorting, analyzing and disseminating information about the processes / activities related to the activities of the University;
- 8.1.5. Transform current activities at the University into media content (verbal and / or visual) and disseminate on relevant channels (University website, Facebook, YouTube, etc.);
- 8.1.6. Obtaining photo-video material of current academic, other university and extracurricular activities at the University;
- 8.1.7. Providing production and distribution of printed and photographic material;
- 8.1.8. Provide essential needs for visiting guests and other planned events;
- 8.1.9. Providing information to students about useful and interesting activities and student events;
- 8.1.10. Managing the university website and other social networks;
- 8.1.11. Collect questions and prepare answers through social networks. For this purpose, close cooperation with the main educational and other structural units of the University;
- 8.1.12. Planning / implementation of information about the university through various media;
- 8.1.13. Creating and printing information brochures and other materials on the activities and achievements of the University at predetermined intervals;
- 8.1.14. Prepare design for certificates and greeting / invitation cards;
- 8.1.15. Preparation of visual materials on current activities at the University;
- 8.1.16. Preparation of video materials on current activities at the university.
- 8.2. In order for the Media & Communications Division to fully and effectively carry out the functions provided for in this Regulation, the Office may employ a manager / managers appointed

by the President of the University upon the recommendation of the Senior Vice President.

8.3. The functions of the division manager are:

8.3.1. Collaborating with the various structural units of the Office and the University and collect information for the purposes of developing and implementing a PR plan;

8.3.2. Cooperation and collection of information with various state institutions, legal entities of public and private law, educational institutions, taking into account the planned activities;

8.3.3. Collecting and sorting information about processes / events related to the activities of the University;

8.3.4. Managing, administering, monitoring and constantly updating pages / profiles on the University website and social networks;

8.3.5. Conducting thematic surveys through the website and social media;

8.3.6. Photo-video recording, processing, production and distribution of business meetings, events;

8.3.7. Collaborate with news agencies and media outlets, collect and process information for placement on media outlets;

8.3.8. Develop proposals for public relations (PR) activities (including using social media);

8.3.9. Development of design and printing of electronic and printed products created by the University (website, logo, electronic reports, brochures, certificates, invitation / greeting cards and other materials);

8.3.10. Meeting the needs of the various activities planned by the University within its competencies;

8.3.11. Informing students and staff about planned events at the University;

8.3.12. Managing correspondence and answering telephone calls on matters within its competence;

8.3.13. Performing separate tasks of the Head of the Office and the Head of the Division in order to implement the issues within the competence of the division.

8.4. The manager of the Media & Communications division is accountable to the head of the division.

9. Career Services Center

9.1 The functions of the Career Services Center are:

9.1.1. Labor market research and analysis;

9.1.2. Introduction and operation of career support offices;

9.1.3. Finding information about potential employers and cooperating with them and organizing a relevant database;

9.1.4. Promoting students in employment opportunities and professional self-realization relevant to their knowledge, interests, aspirations;

9.1.5. Finding targeted, exclusive vacancies and offering them to students / graduates;

9.1.6. Informing students about labor market opportunities and prospects through individual and group consultations;

9.1.7. Assisting students in preparing CVs, cover letters, and other documents required in the job search process and conducting interviews with employers;

9.1.8. Organizing trainings, meetings, employment forums in terms of employment promotion;

9.1.9. Liaison with employers / professional organizations to promote various employment opportunities for students (including internships, etc.);

9.1.10. Survey of students, graduates, employers, professional organizations and analysis of the results together with the main educational units - schools;

9.2. In order for the Career Services Center to fully and effectively carry out the functions provided for in this Regulation, the Office may employ a Manager / Managers appointed by the President of the University on the recommendation of the Senior Vice President.

9.3. The functions of the Career Services Center Manager are:

9.3.1. Collaborating with various public and private structures to study the labor market and collect information. Finding and analyzing studies already conducted for this purpose;

9.3.2. Developing various questionnaires within its competence, conduct surveys and analyze together with relevant structural units;

9.3.3. Creating, managing and constantly updating databases (employers, graduates, etc.) based on the goals of the office;

9.3.4. Collaborating with potential employers;

9.3.5. Assisting students in establishing appropriate communication with employers;

9.3.6. Finding vacancies and introducing them to students and alumni;

9.3.7. Providing information to students about the labor market and the requirements of employers, organizing various events for this purpose;

9.3.8. Assisting students in formulating a CV and cover letter and developing interview conduct skills.

9.3.9. Informing the staff and students of the University about the planned and upcoming events, as well as receiving information from them;

9.3.10. Facilitate basic education units to conclude memoranda and agreements with employers and internships / organizations;

9.3.11. Managing correspondence and answering telephone calls on matters within its competence;

9.3.12. Performing separate tasks of the Head of the Office and the Head of the Division in order to implement the issues within the competence of the division.

9.4. The manager of the Career Services Center is accountable to the head of the center.

10. Youth Educational Establishments Relations Division

10.1. The functions of the Youth Educational Establishments Relations Division are:

10.1.1. Cooperation with general education and relevant state institutions;

10.1.2. Informing entrants and their legal representatives about the programs available at the University;

10.1.3. Planning and conducting open house days and modeled lectures for entrants and their legal representatives;

10.1.4. Planning-implementation of various competitions and tournaments for entrants;

10.1.5. Organizing workshops between university educational program supervisors and teachers of general education institutions to share feedback.

10.2. In order to fully and effectively carry out the functions provided in this Regulation by the Youth Educational Establishments Relations Division, the Office may employ a Manager / Managers appointed by the President of the University on the recommendation of the Senior Vice President.

10.3. The functions of the manager of the division for relations with the subjects implementing youth educational activities are:

10.3.1. Establishing relationships with entrants and their legal representatives and informing them about the academic education programs implemented by the University;

10.3.2. Planning and organizing an open house day;

10.3.3. Planning modeled lectures for entrants and working closely with the University's basic educational units for this purpose;

10.3.4. Planning and implementation of various competitions and tournaments for entrants;

10.3.5. Organizing workshops for educational program leaders and schoolteachers to share feedback;

10.3.6. Ensuring cooperation with general education institutions, receiving information from them, and providing them with information about the activities of the University;

10.3.7. Planning and implementation of joint programs with general education institutions;

10.3.8. Managing correspondence and answering telephone calls on matters within its competence;

10.3.9. Performing separate tasks of the Head of the Office and the Head of the Division in order to implement the issues within the competence of the division.

10.4. The manager of the Youth Educational Establishments Relations Division is accountable to the head of the division.

11. Final Provisions

11.1. Approval of the regulations of the office, as well as changes and additions to it are carried out by the order of the President of the University.