
Promotions and Marketing

Policy Number:	3113
Key Process Area:	Marketing & Creative Services
Owner:	SIE
Current Approved Date:	Sept 28, 2021

POLICY STATEMENT

The Marketing and Creative Services department works with New Brunswick Community College (NBCC) employees to plan, produce, and implement marketing campaigns, special events and promotions. Marketing and Creative Services provides centralized oversight and leadership to all stakeholders in developing and advancing the College's brand image, in developing marketing strategies and tactics to help attract new learners to the College.

PURPOSE

The purpose of this policy is to ensure that NBCC conducts effective and efficient promotional and marketing strategies and initiatives from conception to delivery to the business unit or market.

SCOPE AND LIMITATIONS

The policy covers all advertising and posting of materials including the following:

1. Use of the NBCC brand and promotional materials for personal endeavors.
2. All advertising, marketing, promotions, and collateral/support material that communicates to external and internal audiences that uses the NBCC brand (both digital and traditional print form).

1.0 DEFINITIONS

Advertising

- encompasses any materials or medium used to promote NBCC programs, services, ideas, or events. Advertising may take the form of posters, signs, banners, flyers, brochures, visual aids, promotional items, and clothing, print collateral, web sites and content to support marketing plans and strategies.

Brand Image

- outlines how the College is perceived by stakeholders and the general public.

Marketing Activities

- activities designed to promote the brand image of the College and our programs using various media including, but not limited to: print, digital and social media, radio, online audio. web, outdoor and display advertising.

Social Media

- refers to online tools and services that allow any internet user to create, share, repurpose and publish content; collaborate, communicate, and interact with content and other users; and participate in personal and professional networking.

Stakeholders

- prospective students and their influencers, current students, alumni, staff, faculty, the Board of

Governors, government, donors, business and industry partners, other customers, and the general public.

2.0 IMPLEMENTATION

2.1 Marketing and Advertising

- 2.1.1 The NBCC logo and brand is protected under Canadian copyright law. It is a right that NBCC has in relation to how their intellectual property may be used. As such, they have the right to decide who may reproduce their logo and brand image, and under what conditions that reproduction may take place.
- 2.1.2 Marketing and Creative Services is responsible for all marketing and advertising campaigns for the College and its departments. **Departments, divisions, programs and courses are not permitted to create or develop their own Marketing and Advertising material without permission and approval from the Marketing and Creative Services Department.**
- 2.1.3 Marketing and Creative Services is responsible for the development and delivery of all marketing collateral and advertising.
- 2.1.4 NBCC business units and campuses requiring the services of the Marketing and Communications department will submit a work request. The work request form can be found at NBCC@work in the Marketing and Creative Services section.

Work requests are reviewed by the Director, Marketing and Creative Services, who makes the determination on whether or not the request is aligned with the NBCC brand and the strategic marketing direction as established and approved by the **Executive Director, Strategic and Integrated Engagement.**

- 2.1.5 Marketing and Creative Services is responsible for placement and approval of all paid advertising for NBCC.
- 2.1.6 Marketing and Creative Services is responsible for approving the use of any College graphics, photos, logos or information.
- 2.1.7 Marketing and Creative Services is responsible for the pre-approval of any representation of logos or emblems for advertising or sponsorship of any kind. This includes graphic representation of merchandise and apparel.
- 2.1.8 Marketing and Creative Services is responsible to support major sponsorships and promotional activities that support overall College objectives.

2.2 Promotional Materials

- 2.2.1 Marketing and Creative Services is responsible for the distribution of published program materials and promotional items.

2.2.2 In the case of photography for College print and/or online materials, participants must sign a Model and Testimonial Release Form giving permission to publish their image. The release form can be found within shared Documents at NBCC@work in the Marketing and Communications section.

2.3 Social Media

NBCC recognizes that social media sites are important and influential communication channels for our staff, students, alumni, stakeholders, and community. NBCC encourages the responsible use of, and participation in, social media, blogs and websites in supporting the College. Please contact the Marketing and Creative Services team for guidance as required.

2.3.1 Confidentiality

Employees are responsible to ensure that their use of social media is in accordance with the Privacy and Access to Personal Information policy and Employee Code of Conduct policy.

2.3.2 Other considerations

Official online property content complies with provincial and federal regulation and is in accordance to College policy and protocols. The College reserves the right to remove content and comments from its official online properties that are spam, offensive language, or violations to applicable laws and College policy. The College cannot guarantee that cached copies of the content will not be preserved online by third parties or individuals.

2.4 Course or Program Material

The Marketing and Creative Services Department is not responsible nor needs to approve any internal course or program material. Presentation and other template material are available to aid in this development. Logo use should follow accepted guidelines.

2.5 Department Plans / Proposals / Reports

Individual Departments and Divisions are responsible to develop their own proposals, reports, presentations, and documents used to communicate their own achievements, initiatives, and activities. Exceptions may be made if it's required for a significant event, occasion, or opportunity.

3.0 OTHER RELATED DOCUMENTS

NBCC Visual Identity Standards (3113.3192)
Model and Testimonial Release Form (3113.4989)
Social Media Guidelines (3113.5103)
Employee Code of Conduct (4129)
Privacy and Access to Information (4139)