

Approval: Governing Board of International Black Sea University

Resolution #03, 10/01/2024

International Black Sea University
Marketing and Public Relations Department
PROVISION

Tbilisi
2024

Chapter I. General Provisions

Article 1. General provisions

- 1.1 This regulation defines the functions, structure of the department, the functions and duties of the head of the department and the employees of the main administrative structural unit of the "International Black Sea University" LLC (hereinafter - the university) - Marketing and Public Relations Department (hereinafter - the department).
- 1.2. The department conducts its activities on the basis of international standards and Georgian legislation, university regulations, this regulation and other normative documents valid in the university.
- 1.3. The Department of Marketing and Public Relations reports to the Rector, is responsible and accountable to him.

Article 2. Functions of the department

2.1. Marketing and Public Relations Department:

- a) ensures the development of the marketing and public relations policy of the university, the use of effective forms, ways and means of its realization;
- b) ensures the increase of awareness of the name of the university in the society;
- c) takes care of IBSU's brand image and reputation;
- d) ensures the management and development of the university's brand(s);
- e) ensures image presentation, both to external and internal audiences;
- f) ensures the identification of the target audience and the development of an appropriate strategy to attract and increase the involvement of this audience;
- g) ensures the preparation of printed and electronic advertising materials of the university;
- h) provides organization and supervision of professional orientation trainings (student projects) for school students;
- i) ensures the university's business relations with Georgian non-governmental structures, mass media and other interested parties;
- j) ensures management of information about the university with external stakeholders;
- k) ensures the participation of the university in various public, cultural and charitable events;
- m) ensures holding of events at the university for various interested persons;
- n) ensures operational dissemination of information within the scope of its competence among structural units in the university;
- n) manages events planned inside and outside the university;
- p) manages the university website and social media channels;
- p) participates in the authorization/accreditation process within the scope of competence;
- r) exercises other powers defined by the statute.

Article 3. Structure and management of the department

3.1 Marketing and Public Relations Department includes:

- a) Head of Marketing and Public Relations Department;
- b) Assistant to the Head of Marketing and Public Relations Department;
- c) communications manager;

- d) assistant to the communications manager;
- e) events manager;
- f) assistant manager of events;
- g) information center managers.
- h) photographer;
- i) videographer;
- j) web developer;
- k) graphic designer;

3.2. The employee of the department is appointed and dismissed by the rector in accordance with the rules established in the university.

3.3. Additional qualification requirements will be submitted to employees upon hiring, if necessary, the rector will determine.

Article 4. Management of the department

4.1 The overall management of the department is carried out by the head of the department.

4.2 The head of the department is appointed and dismissed by the rector of the university in accordance with the rules established in the university.

4.3 A person with a higher education, who has at least 5 (five) years of experience working in a similar position in the same or adjacent field, who is fluent in Georgian and English languages, will be accepted for the position of head of the department.

4.4 The head of the department represents the department in intra-university and external relations, plans and directs the activities of the department and is responsible for its effective work.

4.5 The head of the department is accountable to the governing board and the rector.

Article 5. Function and Duties of the Head of Marketing and Public Relations Department

5.1 The function of the head of the marketing and public relations department is to:

- a) determination of the action plan of the department based on the strategic plan of the university;
- b) identification of the target audience, determination of the appropriate strategy to attract and increase the involvement of this audience, and monitor performance;
- c) planning and monitoring the implementation of appropriate marketing and PR activities in order to strengthen relations with local and/or international partners;
- d) developing and monitoring the implementation of communication campaigns for new programs/projects;
- e) promotion of the university;

- f) preparation of short and long-term image plans for the university and monitoring of implementation;
- g) presenting the university's image to both external and internal audiences, defining relevant events and activities and monitoring their performance;
- h) development of advertising policy (development of advertising concepts, scenarios, slogans, designs and other materials), implementation of new advertising campaigns and incentive programs;
- i) creation and monitoring of concepts of university presentation, souvenir and polygraphic products;
- j) planning and monitoring the implementation of measures to improve the internal image and interior of the university;
- k) determining the structure/concept of the university's official website and social media platforms and monitoring the management;
- l) PR-campaign planning and implementation monitoring;
- m) determination and monitoring of activities necessary for relations with stakeholders;
- n) presenting candidates for project coordinators and assistants of professional orientation trainings (student projects) for schoolchildren in order to sign an agreement with the university and sign acceptance-handover acts with project members;
- o) to present the employees of the department to the rector for the purpose of appointment;
- p) participation in the authorization/accreditation process within the competence;
- k) submitting a report on the annual activities of the department to the management board;
- r) to carry out the instructions given by the immediate supervisor in order to fully and continuously implement the activities of the department.
- s) Annually organizes such large-scale university events as the reception ceremony of freshmen and masters, exhibition of student life and clubs, etc.;

Article 6. Assistant to the Head of Marketing and Public Relations Department

6.1 The functions and duties of the assistant head of the marketing and public relations department are:

- a) execution of the components of the marketing campaign planned by the head of the department;
- b) preparation of various program presentations;
- c) participation in relevant marketing events;
- d) organizing presentations about university programs for entrants in secondary schools;

- e) participation in the planning and implementation of appropriate marketing measures to attract entrants;
- f) involvement in PR and CSR projects;
- g) management of volunteer students (student-marketers) involved in marketing events;
- h) Contacting the administration of secondary schools and scheduling meetings/times to visit schools;
- i) performing other tasks given by the head in order to fully and continuously implement the activities of the university.

6.2 Qualification requirements for an assistant are:

a) For the position of assistant to the head of the marketing and public relations department, a student of at least the second year of the bachelor's degree, who knows Georgian and English languages, will be accepted.

6.3 The assistant to the head of the marketing and public relations department is accountable to the head of the department.

Article 7. Communications Manager

7.1. The functions and duties of the communications manager are:

- a) PR campaign planning – drawing up and executing the campaign strategy, activities, deadlines and other organizational issues;
- b) collecting the necessary materials for the communication campaign of the university, defining the concept and preparing the content;
- c) defining the strategy of the university's communication channels (web page, social networks Facebook, Instagram, Tiktok, Youtube, Twitter, LinkedIn), preparing content and managing the editorial policy.
- d) communication with the media, creation of media plans, preparation of publications for the media, organization of press conferences, relations with the press;
- e) creating and placing information about the university in the news media;
- f) definition and implementation of advertising policy of university communication channels (advertising);
- g) participation in the planning and implementation of information materials necessary for the communication campaigns of the university;
- h) planning, preparation and implementation of relevant measures to stimulate new offers and innovations;
- i) preparation of content about university news and timely transfer of information to communication channels;
- j) creation of social networks strategy, planning and implementation/management of rubrics;
- k) active work with a videographer, photographer and designer;

- m) monitoring of the university's photo/video archive;
- n) planning photo/video shooting of university events and content preparation for communication channels;
- n) providing coordination for the activities of the assistant;
- p) defining and implementing the University's advertising policy;
- p) communication with outsiders according to the needs of the department's activities;
- r) participation in the implementation of the campaign to stimulate university programs (bachelor's, one-level, master's, doctoral programs and other projects);
- s) posting news, announcements, events, photo/video material on the site based on the provided information;
- t) permanent connection with representatives of structural units and schools;
- u) preparation and implementation of short and long-term image plans for the university;
- k) participation in the authorization/accreditation process within the competence;
- g) To fulfill other instructions issued by the head of the department in order to fully and continuously implement the activities of the university.

7.2. Communications Manager Qualification Requirements

- a) A person with a higher education, who has at least 3 (three) years of work experience in the same or adjacent field, who is fluent in Georgian and English languages, will be accepted for the position of communications manager.

7.3. The communications major is accountable to the head of the department.

Article 8. Assistant to the Communications Manager

8.1. The functions and duties of the Assistant Communications Manager are:

- a) preparing content for social networks: Instagram, Tik-Tok, YouTube channels and managing platforms;
- b) coordination of creation of university photo/video archive;
- c) participation in the collection of necessary materials and content preparation for the university's communication campaign;
- d) involvement in PR and CSR projects;
- e) To fulfill the instructions issued by the communications manager in order to fully and continuously implement the activities of the university.

8.2. Assistant qualification requirements:

a) At least second-year bachelor's degree student, who speaks Georgian and English languages, will be hired for the position of assistant communications manager.

8.3. Communications Assistant Manager is accountable to the Communications Manager and Head of Department.

Article 9. Events manager

9.1 The functions and duties of the event manager are:

- a) cooperation with relevant structural units of the university in the process of developing projects;
- b) preparation of necessary documentation for events together with the relevant structural unit
- c) drawing up and managing the protocol of events planned at the university;
- d) planning and implementation of marketing events of the university;
- e) planning, preparation and implementation of relevant measures to stimulate new offers and innovations;
- f) supporting events held at the university with various necessary attributes;
- g) developing the necessary strategy for increasing brand awareness and implementing relevant measures;
- h) planning and implementation of marketing projects;
- i) planning and execution of appropriate marketing measures to attract applicants;
- j) communication with university partners and planning and implementation of relevant events;
- k) hosting university visitors;
- m) provision of protocol issues at events held at the university;
- n) participation in the planning and implementation of internal corporate events;
- n) involvement in PR and CSR projects;
- p) providing coordination for the activities of the assistant;
- p) to fulfill the instructions issued by the head of the department in order to carry out the activities of the university perfectly and continuously.

9.2 Event Manager Qualification Requirements:

a) A person with a higher education, who has at least 2 (two) years of work experience in the same or adjacent field, who is fluent in Georgian and English languages, will be accepted for the position of event manager.

9.3 The events manager is accountable to the head of the department.

Article 10. Assistant to the events manager

10.1. Duties of Assistant Event Manager:

- a) reservation and arrangement of necessary spaces for events;
- b) taking care of the logistical smoothness of the events in coordination with the procurement and logistics department and the information technology service;
- c) if necessary, coordination of volunteer students involved in the event;
- d) preparation of necessary resources for event guests;
- e) communication with partner companies, according to the need of events;
- f) involvement in university marketing events;
- g) involvement in PR and CSR projects;
- h) planning and implementation of marketing events of the university.
- i) Fulfillment of other instructions issued by the events manager for the purpose of full and continuous implementation of university activities.

10.2. Assistant Event Manager Qualification Requirements:

- a) At least a second-year undergraduate student will be accepted for the position of Assistant Event Manager. who speaks Georgian and English languages.

10.3 The Assistant Event Manager is accountable to the Event Manager and the Department Clerk.

Article 11. Information center manager

11.1 Information center manager's function- duties are:

- a) answer and provide comprehensive information to incoming calls to the information center;
- b) forwarding of incoming calls to the relevant structural units;
- c) respond to notifications received in the online chat of the website and social networks;
- d) administration of students Facebook closed group, response to incoming messages, individual counseling of students and redirection to relevant structural units;
- e) participation in the authorization/accreditation process within the competence;
- f) To fulfill other instructions given by the head in order to fully and continuously implement the activities of the university.

11.2 Information center manager qualification requirements:

a) A person with higher education or a student who knows Georgian and English languages is accepted for the position of information center manager.

11.3 The manager of the information center is accountable to the secretary of the department.

Article 12. Photographer

12.1 The function-duties of the photographer are:

a) Photographing university events and processing existing photographic material and preparing content for communication channels.

b) cooperation with communication and event managers within their competence;

c) creation and management of archive;

d) To fulfill other instructions given by the head in order to fully and continuously implement the activities of the university

12.2 Photographer qualification requirements:

a) A person who has at least 1 (one) year of work experience in the relevant field and is fluent in Georgian and English languages is accepted for the position of photographer.

12.3. The photographer is accountable to the head of the department.

Article 13. Videographer

13.1 The functions and duties of the videographer are:

a) video recording of university events and preparation of content for communication channels;

b) preparation of video clips;

c) graphic packaging of video content of the university;

d) video recording of thesis defenses, processing and delivery to relevant structural units.

e) cooperation with communication and event managers within their competence;

f) Downloading the stories on the YouTube page about university events on various TV channels and then uploading them;

g) creation and management of archive;

h) To fulfill other instructions given by the head in order to fully and continuously implement the activities of the university.

13.2 Qualification requirements of the videographer:

a) A person who has at least 1 (one) year of work experience in the relevant field, who is fluent in Georgian and English languages, will be accepted for the position of videographer.

13.3. The videographer is accountable to the head of the department.

Article 14. Web developer

14.1 Functions and duties of a web developer:

- a) Technical management and development of the website located on the main domain of the university;
- b) if necessary, the software of new modules on the web page;
- c) cooperation with the communication manager within the scope of competence;
- d) SEO provision;
- e) To fulfill other instructions issued by the head in order to fully and continuously implement the activities of the university.

14.2 Web Developer Qualification Requirements:

A) A person with a higher education, who has at least 2 (two) years of experience in the field of binding and speaks Georgian and English languages, will be accepted for the position of web developer.

14.3. The web developer is accountable to the head of the department.

Article 15. Graphic designer

15.1 Function-duties of a graphic designer:

- a) Planning and implementation of the visual content necessary for positioning the brand image together with the head of the department;
- b) planning and implementation of measures to improve the interior of the university;
- c) preparation of brand attributes and relations with advertising companies;
- d) cooperation with communication managers within the scope of competence and preparation of posters, banners and other visual materials for social media channels;
- e) cooperation with event managers within the scope of competence, preparation and production of visuals of promo material needed for events in cooperation with advertising companies;
- f) To fulfill other instructions given by the head in order to fully and continuously implement the activities of the university.

15.2 Graphic designer qualification requirements:

a) A person with a higher education, who has at least 1 (one) year of experience in the field of binding and speaks Georgian and English languages is accepted for the position of graphic designer.

15.3. The graphic designer is accountable to the head of the department.

Article 16. Final Provisions

16.1. This provision shall enter into force upon acceptance by the Governing Board.

16.2. Amendments to this regulation are made in accordance with the rules established by the university.

16.3. Changes are reviewed and approved by the university's governing board.

16.4. Additional functions of the department can be determined by other normative documents of the university.