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01.0	Original	Nasir Lakhanpal	Simon Fitzgerald	Creation	08/12/2017
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Authorised By Signature:



Name Susan O'Neill

Position Quality and Compliance

Our Aim



'To build trust in the organisation through effective communications with our customers, learners, partners, stakeholders, members and staff.'

1. To support the PET-Xi in achieving its vision and priorities through a series of campaigns and activities based around the key priorities, through clear and consistent messages and a cohesive, consistent approach to branding
2. To support PET-Xi in delivering key internal programmes which facilitate delivery of the priorities through a series of campaigns and activities internal supporting programmes.
3. To engage with members and staff to ensure consistency of understanding around the priorities and key internal programmes through revitalised internal communications
4. To establish an excellent, value for money marketing and communications function.

Audiences:

Our audiences are many and varied and our approach must be targeted and timely. Communication must be based on insight and include a continuous cycle of engagement and feedback.

- Learners and their family
- Businesses and investors
- Media – on and offline, local,
- Visitors
- Special interest groups

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- Staff
- Members
- Local Authority
- Suppliers
- MPs
- National government
- Government agencies
- Job Centre Plus (DWP)
- National Career services (NCS)

Putting the customer at the heart of what we do

In order to ensure we put the customer at the heart not only of what we do but how we do it, all customer facing marketing and communications campaigns and materials, such as posters, leaflets, adverts etc, must:

- Pay regard to consent and follow the spirit of the customer
- Be channelled through the Head of Brand for all copywriting, design and for production.

This includes all printed materials

- On paper and any other substrate, for example, promotional merchandise including branded clothing, pens, banners and so on. As well as printed promotion, all broadcast, social media and web marketing including Facebook pages and twitter accounts, new websites, videos produced for corporate YouTube accounts and radio/tv promotions, should be procured through the Head of Brand.
- Through agreed corporate policies which achieve consistency, impact, efficiency and effectiveness and the setting, monitoring and measuring of outcomes for all areas



Overview

The strategic framework for delivering the marketing and communications functions which are essential to the delivery of PET-Xi's ambitions and covers all marketing activity and all communications – internal and external, on and offline. It is set against a backdrop of increasing demand on resources and our wider staff teams.

Learners are at the centre of what we do, and communication and feedback is therefore essential in ensuring we deliver and communicate effectively and that learners are given a voice.

The strategy is based on four key principles which will shape the way in which we deliver our services:

1. A commitment to placing PET-Xi's customers at the heart of our activities.

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This requires us to know and understand our customers. We need to engage regularly – listening and opening up dialogue as opposed to simply informing. We need to ensure we provide opportunities to feedback and encourage our customers to help shape services. Understanding our customers – who they are, how best, when and where they like to be engaged requires a continuous circle and cycle of research, engagement and informing service provision. Accessing and utilising the research available to us and commissioning work where none exists provides us with the best possible understanding of our learner/customers and therefore how best to shape our services.

2. The various disciplines of communications are treated as a whole rather individual elements.

The hallmark of excellent communications is a seamless alignment of all brand elements – the messages we transmit and the impact of those messages; our visual identity, the channels we use to communicate and our customer service. We call this approach 360-degree marketing. This means that our activity must be planned, managed and aligned, be that member communications, media relations, campaigns, internal communications, customer service or visual identity.

3. Marketing and communications is an integrated, corporate function

The marketing and communications strategy is predicated on the basis of delivery through an integrated marketing and communications (marketing and communications) team.



In practice this means:

- The marketing and communications team delivers a core set of corporate activities as described below with additional agreed work delivered through service level agreements
- All media relations activity is delivered through the marketing and communications team
- All marketing and communications activity is channelled through the marketing and communications team
- Procurement of marketing and communications supplies and services, including print and merchandise, is made through the marketing and communications team

Which means that:

- There is a coordinated, managed, and consistent approach to all our marketing and communications activities
- The brand and reputation of PET-Xi is actively managed
- We achieve efficiencies and economies of scale, both in terms of staff skills and expertise and ensuring best value for money.

4. Our marketing and communications must be of demonstrable value to PET-Xi and the learners/customers we serve

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In order to understand the impact and therefore the value of our activity, we will monitor and evaluate all that we do. Each Programme area will have its own marketing and communications plan which flows from the corporate plan and each will be governed by a service level agreement clearly outlining the services covered and reporting processes. Each individual campaign will have a marketing and communications plan which includes monitoring and evaluation. Campaign objectives will be based on research and customer insight and specific targets set. These will be reported on to the client and contribute to the overall monitoring and evaluation of marketing and communications work.

- Media relations – monthly analysis of enquiries, responses, results and coverage achieved including inclusion of quotes, key messages and photographs.
- Key channels will be monitored, and impact of campaign and news activity evaluated. This includes, web, intranet, social media, staff/learner newsletter.

Learner and employer feedback are essential to ensure we are effective and responsive to employer and learner needs. Therefore, both Learner and Employer Surveys are to be completed and analysed for all programmes in relation to perceived Satisfaction levels Quality of Learning and its impact on learners. Learner feedback should be sought per cohort or programme where appropriate and is to be collated by MIS reporting to the senior management team and Quality Manager. This information will be incorporated into PET-Xi's SAR and QIP to drive both performance and quality.



Marketing & Communications Core Offer:

1. Media relations

- 1.1. Reactive: response to media enquiries, requests for interviews and comments
- 1.2. Proactive: identification of stories and news which support the key objectives of PET-Xi
- 1.3. Rebuttals and challenge and media management as appropriate – for example, correcting facts, handling complaints to the media and managing the amount of exposure relating to specific issues
- 1.4. Emergency situation response
- 1.5. Critical incident response
- 1.6. Preparation and distribution of all media releases including liaison with relevant staff members.
- 1.7. Monitoring of all media on and offline, including social media

2. Corporate communications

- 2.1. Corporate brand and identity
- 2.2. Corporate publications

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- 2.3. Corporate stakeholder engagement
- 2.4. Design and publishing of corporate publications, printed and web-based
- 2.5. Corporate campaigns
- 2.6. public facing - based around the five key priorities
- 2.7. key internal campaigns
- 2.8. corporate issues
- 2.9. sharing and archiving of campaign and performance

3. Internal communications

- Staff newsletter
- Intranet
- Core brief
- Roadshows
- Templates for group communications
- Staff awards and events

4. Learner and Employer communications

- Student Handbooks
- Intranet – pet-xi.co.uk
- Local Workfares
- Learner perception Questionnaires
- Destination Tracking
- Learner Case Studies
- Facebook
- LinkedIn

Related Policies

Assessment and Verification Policy
OTLA Policy
Associate contract
Training induction pack