

# Tower Hamlets College Marketing Policy and Procedures

## Policy Statement

Marketing supports the Principal and his Senior Management Team at the 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 Tower Hamlets 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 on Facebook, Twitter, Instagram, You Tube and Pinterest
- 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 Principal in promoting the College's identity both internally and externally
- Work in joint partnership with our alliance member colleges in Newham and Redbridge to celebrate successes.

## **Contact**

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Published 26<sup>th</sup> October 2015  
Tower Hamlets College Marketing and Communication