

Georgian American University, LLC

Marketing and Communications Office Regulation

1.1. This Regulation defines the authority, accountability and regulation of the Marketing and Communications Office (hereinafter referred to as the

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.

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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.

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.

- 4.1. 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.

- 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.
- 7.1. 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.

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

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 variou

- 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

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

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- 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 be 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