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- 6.1 Head of Communications: Responsible for editing and drafting communications to all staff and monitor the number of communications issued each week to ensure staff are not inundated with messages. For example, the CEOs Newsletter.
- 6.2 Chief Executive Officer (CEO): Responsible for approval of all all-staff messages and any marketing materials that are released for publication must be reviewed and approved by the CEO before they are cascaded.
- 6.3 Prior to publication it is necessary for the Head of Communications and/or GBS staff member to obtain approval for external communication. The CEO alongside the Managing Director and a Member of Senior Management Team have authority to control the information provided to our external stakeholders. This is to ensure 'external communication' is in line with GBS Core Values. Authorisation to speak on behalf of GBS may only be given by the CEO and published by the Head of Communications. No staff member may make official statements on behalf of GBS without consultation with, and express authorisation from, the CEO.
- 6.4 Provost Office: Responsible for cascading all student communications as drafted by the Head of Communications on behalf of the CEO.
- 6.5 Marketing: Responsible for drafting all press releases which are sent to external stakeholders and media, these are signed off by CEO prior to publication. For example, social media publications, press releases, digital posters, brochures and GBS website updates.
- 6.6 Line Managers/Head of Departments: Responsible for staff communication and must ensure staff are aware of this policy and advising them on compliance with it. All communication must be shared with Head of Communications. For example, email communication, organising meetings and mass email broadcasts via all 'GBS staff/students' email.
- 6.7

discounts, personal development plans, operational communications and external speaker events and conferences etc.

6.9 GBS Staff: Responsible for ensuring that they adhere to this policy and must raise any issues or concerns with regards to accessible information and communication with their managers. Every member of staff has a responsibility to support effective communications and needs to recognise that the quality of their communications reflects on GBS reputation.

6.10 GBS Students: Responsible for ensuring that they adhere to this policy and must raise any issues or concerns with regards to accessible information and communication with their Programme Leaders or Student Success Tutors.

7. Communication Channels

7.1 GBS uses various internal and external communication channels to meet these needs which include:

7.2 Internal

7.2.1 is a monthly publication to share the key updates across GBS. These newsletters keep staff well-informed of the progress GBS is making and provides an update on significant developments taking place at GBS.

7.2.2 **Life** is an innovative intranet platform full of great features and is a central hub for all things GBS, from news to staff discounts and benefits. It is a platform used to enrich and enhance staff engagement at GBS. It includes:

Peer-to-peer recognition programme, colleagues' awards, and holiday trading
Staff discounts to 700 retailers.

Wellbeing Centre for help and advice with physical and mental health.

Cycle to work: the Government backed scheme, where you can buy a bicycle/and or equipment through salary sacrifice.

Employee Assistance Programme: This is a free 24/7 telephone counselling support and more.

People directory to help staff find colleagues across GBS.

7.2.3 **Mass email broadcast via all GBS staff/ emails** is used to send messages to a large group of contacts to raise awareness and inform our readers on new business updates and announcements. It is also a method to keep our

staff/students informed of important updates across GBS, these are usually from the CEO and drafted by the Head of Communications.

7.2.4 **Email-** Information and notification of initiatives are communicated through the use of email where appropriate. Email is a quick, effective way of communicating information; however, it does not replace face-to-face meetings where some discussion is required.

7.2.5 **Digital posters and brochures** are used to visually communicate messages or updates.

7.2.6 **GBS website** is an opportunity to promote our mission, values and message to the wider audience including prospective students, alumni, externals, the media, and casual visitors using our website. The website also has all the latest dates and events related to all GBS programmes and collaborative partnerships.

7.2.7 **Meetings -**

