



**ST PETER'S
PREP SCHOOLS**

Policy Title	MARKETING POLICY
Responsible Person/AUTHOR	Marketing
Drafting Committee (Those consulted)	D Fraser N Nhlapo
Approved by	EXCO
Date Approved	October 2020
Implemented by (Compliance Monitoring)	Marketing
Review/Modified date	Every two years
Rescinded	
Relevant Documents	Admissions Policy, Advertising/Sponsorship Policy, Brand and Style Guide Manual, Communications Policy
Bibliography	
Date on Server	October 2020

OBJECTIVE

The objective of this policy is to provide a set of agreed principles for those engaged in the practice of marketing at St Peter's Prep Schools.

GUIDING PRINCIPLES

1. AIMS

- **Enrolment**
- **Brand Reputation**
- **Communication with Stake Holders**

- 1.1 Marketing aims to attract student enrolment at St Peter's Prep Schools.
- 1.2 The School will communicate its activities to both internal and external audiences in a coherent and effective way, supporting the School's Mission.
- 1.3 Through marketing, the profile of St Peter's will be increased locally, nationally and internationally.
- 1.4 Research will be conducted routinely to ensure that the schools are responsive to the changing needs of students, parents and staff.
- 1.5 Marketing, publications and promotional materials will reflect the Schools' corporate identity, set out in the Brand and Style Guide Manual.

2. BRAND

- Use of material is consistent across audiences and markets.
- Material will reflect the diversity of the schools' population.
- Material will not mislead or misrepresent in any form.
- The Schools' name and logo style must be consistent with the Brand and Style Guide Manual.
- The Marketers author the Brand and Style Guide Manual, which is approved by Exco.
- The schools' logo may not be used without the permission of the Exco.

3. MATERIAL PRODUCTION

- Marketing material is approved by Marketing. This includes all signage.
- Survey/Research material is approved for accuracy by the Exco. The marketer will provide targeted information, advice and guidance to support the staff and promote progression within the school.
- Administrative material is approved by the Marketers (letterheads, etc).
- Staff will receive relevant training in marketing material (Style Guide) from the marketers.
- No slogans or tag lines may be introduced without the permission of Exco.
- All advertisements and event programmes must be centrally managed by the Marketing Dept.
- Digital marketing is an expanding area and will be subject to changes/additions as necessary.
- The website is managed by the Marketers.

4. COMMUNICATION

- The Rector is the spokesperson for the school, unless otherwise delegated.
- Official distribution of news to the media is co-ordinated by the Marketing Dept.
- The Marketing Dept and Foundation Office are responsible for Alumni data and events.
- All philanthropic policies and communication come through the Foundation Office. The Marketing Dept supports The Foundation, whenever required.
- Client information (data) is for the sole use of the school.
- The school administration Dept collates the parent/student database and is responsible for distributing material.
- Various communication channels are used to distribute information in a timely and detailed manner.
- Achievements of staff and students to be celebrated through relevant channels.
- Marketing Dept is responsible for co-ordinating marketing related research/surveys.

5. ADVERTISING/SPONSORSHIP (see Policy)

6. ENROLMENT/REPUTATION

- Prospective student data is managed and maintained by the Admissions Officer. He/she is responsible for enrolment communication.
- Visits/exhibitions/school tours for recruitment purposes are co-ordinated by the Marketing Dept.
- Specific market segments will be identified and targeted by the marketer.
- Whenever possible, the marketer will communicate the values of the school and focus on high levels of achievement.
- The marketer will promote the school as a safe and secure environment.
- The marketer will provide a variety of promotional tools to support the school's image.
- The values and mission of the school will be aligned in all policy making decisions.