

# Marketing and Recruitment Policy

<b>Institution</b>	Concord English College
<b>Policy Name</b>	Marketing and Recruitment Policy
<b>Policy Governance</b>	PEO
<b>Reference to Standards</b>	National Code 2018 – Standard 1
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## 1. Purpose

Concord English College establishes this policy and procedure to ensure that its student recruitment, marketing and advertising of all CRICOS registered courses are conducted in an ethical and accurate manner and are consistent with its scope of registration and ESOS legislation. Any non-accredited training will also be marketed in line with this policy.

## 2. Definitions

**Concord/The College:** Concord English College

**Marketing Material:** Any print or electronic material, including materials used on social media for recruiting, enrolling or promoting courses and/or training and assessment/teaching products or services.

## 3. Policy

3.1 The policy affirms that marketing material will only be prepared in accordance with the Marketing and Recruitment Policy

3.2 The policy has been developed to ensure that all stakeholders understand how the student recruitment, marketing and advertising of its products and services must be conducted

3.3 The policy outlines procedures for actions required in relation to any recruitment/marketing activities, to maintain currency and accuracy of marketing.

## 4. Responsibility

The Marketing Manager is responsible for the Marketing and Recruitment policy.

## 5. Procedure

**5.1** The College will ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers. Therefore, all statements made in any advertising or marketing materials will be:

- a) accurate and unambiguous;
- b) only about the services The College offers;
- c) designed to clearly delineate accredited courses from non-accredited courses;
- d) designed so as to not detract from the good reputation and interests of the Australian education industry or other educational institutions nor make negative comparisons and/or derogatory statements about them.

**5.2** The College will:

- a) ensure that The College's Legal Entity Name (CRICOS registered name/s), ABN, TOID (if applicable) and CRICOS Number appear on all written/published (or online/electronic versions) made publicly for marketing materials as required by the National Code 2018.
- b) not give false or misleading information or advice in relation to:
  - claims of association between providers
  - the employment outcomes associated with a course
  - automatic acceptance into another course
  - any possible migration outcomes
  - any other claims relating to the registered provider, its course or outcomes associated with the course.
  - guaranteeing a successful education assessment outcome
- c) Ensure all marketing and promotion is consistent with Australian consumer law

**5.3** The College will ensure all college identification details (all particulars listed under Item 5.2 a) are included when:

- Providing or offering to provide a course to an overseas student
- Inviting a student to undertake or apply for a course, or
- Indicating The College is able or willing to provide a course to overseas students

In addition, the promotional material will reflect the commencement period and holiday period to which the promotional material relates.

The College will not actively recruit a student where this clearly conflicts with Standard 7; where The College must assess requests from students for a transfer between registered providers prior

to the student completing six months of the principal course of study in accordance with their documented procedures.

All marketing material must ensure the consistent and positive brand message of The College.

- 5.4** The College will accurately represent training products/courses and services by:
- a) accurately representing to prospective students training products/courses and services that lead to award/certificate, and that advertised outcomes are consistent with these qualifications/non accredited courses;
  - b) providing advice to customers on these products and services to ensure clarity of understanding;
  - c) providing accurate advice on pathways to another qualification/course and employment opportunities after successful course completion;
  - d) regularly reviewing and updating marketing material so it is accurate and consistent with scope of registration.
- 5.5** The College will enter into written agreements with overseas students (or intending overseas students), and not provide any false or misleading information on:
- a) its association with any other persons or organisations it has arrangements with for the delivery of the course in which the student intends to enrol (or may apply to enrol)
  - b) any work-based training a student is required to undertake as part of the course (if applicable)
  - c) prerequisites (including English language proficiency) for entry to any course
  - d) any other information relevant to it's courses or outcomes associated with the courses
- 5.6** All marketing materials will comply with National Code 2018, meet Australian standards, laws in relation to copyright, identity ownership and privacy. When developing international marketing materials for international students, The College will ensure that all material is consistent with the cultural and regulatory systems of the countries in which it is used.
- 5.7** All marketing materials containing any form of "offer", will contain an expiry date and be version controlled. The College will only market those courses that it currently holds on its Scope of Registration. All names and titles of courses and training will comply with the requirements of the respective training packages/courses and be advertised or marketed accordingly.

**5.8** The following information (and others) through relevant marketing materials will be provided:

- Admission procedure and criteria
- Assessment procedure
- Course costs
- Refund policy
- Complaints procedure

Third party information that is used in The College's marketing will have written permission from the third party on the use of this information by the college.

The content of the website (consisting of all words, images, etc.) is managed by Marketing Manager.

**5.9** The College will not give false or misleading information or advice in relation to:

- a) claims of association between providers
- b) the employment outcomes associated with a course
- c) automatic acceptance into another course
- d) possible migration outcomes, or
- e) any other claims relating to the registered provider, its course or outcomes associated with the course

The College's marketing or advertising material must also be consistent with its curriculum and/or training and assessment strategies, including any variations or additions for courses delivered to overseas students. If any reference to another person or organisation (such as testimonials or photos) is used in marketing or advertising material, The College will gain consent from the person or organisation before making that reference public. This applies to displaying any photos of other training or educational institutions on the website, which can lead people to believe The College operates those facilities.

## **6. Marketing Material**

### **6.1. Material development and review**

- a) Approval to develop new marketing materials (or make amendments to current materials) must be obtained from the Marketing Manager.
- b) Marketing materials will be developed as per the brief approved by the Marketing Manager.

- c) Once new Marketing Material is prepared, a clearly defined “Draft” watermarked document will be submitted for review
- d) Marketing manager will consult relevant stakeholders and seek constructive feedback
- e) Marketing manager will check that the new marketing material complies with all aspects of the Marketing and Recruitment Policy and National Code 2018
- f) Content changes/edits are actioned and a final draft is submitted to relevant stakeholders for sign off.
- g) Upon approval a final draft is created, prepared for publication and authorised by the Marketing Manager.
- h) Signed hard copies of all final approved materials will be stored in the approved materials register/file.

## **6.2. Third parties**

- a) No third parties or external organisations are permitted to design or develop any marketing material. All marketing material can only be developed internally in accordance with the Marketing and Recruitment Policy and National Code 2018.
- b) No third party is permitted to provide marketing material to another third party. All Marketing Material must always be obtained from The College directly.

## **6.3. Advertising in non-english**

- a) All non-English advertising must be checked by a native level translator/speaker for accuracy of information and interpretation.
- b) Once checked, it needs to be signed and provided to the Marketing Manager to file.

## **6.4. Material use**

- a) The College staff are all employed under the condition that they must use only the range of authorised client information when providing information to clients and prospective clients to ensure clear understanding. This ensures consistency and accuracy of information. Whether the information is being used in face-to-face communication or being electronically/manually transmitted to clients, it is the only material that is to be used.
- b) All staff will ensure any printed materials submitted to clients and prospective clients is appropriate and the current version so as to ensure ethical and accurate representation of The College’s products and services.
- c) Whenever changes are made to any marketing materials, all internal and external stakeholders will be informed of the changes through written communication (i.e. Email).

The revised documents/ access details will be then be distributed accordingly and old material will be removed from circulation.

- d) All staff are responsible for reporting any errors or inaccuracies discovered in any of The College's marketing materials to Marketing Manager immediately.

#### **6.5. Website update**

- a) Approval to add new content to the website must be obtained from the Marketing Manager.
- b) Materials will be developed as per the brief approved by the Marketing Manager /Marketing Manager.
- c) A clearly defined "Draft" document of the new content will be submitted for review amongst relevant stakeholders and constructive feedback given back to the Marketing Manager.
- d) Proposed changes to the website will be actioned and a final draft is submitted to relevant stakeholders for sign off to ensure accuracy and consistency.
- e) Upon approval, the website will be updated as authorised by the Marketing Manager.

#### **6.6. Social media update**

- a) Approval to add new content to the social media sites must be obtained from the Marketing Manager /Marketing Manager.
- b) Updates will be developed as per the brief approved by the Marketing Manager /Marketing Manager.
- c) Photos of any of The College's activities that may be published must be approved for use.
- d) Any comments, posts and queries by readers must be scrutinised and approved and offensive comments must be brought to the Marketing Manager's attention and removed immediately.
- e) All content must be updated regularly.
- f) All queries must be responded to promptly and appropriately.

## **7. Agents**

### **7.1. Educational Agents**

- a) All joint advertising with The College's registered educational agent may use the agent's branding if they will be the recipients of any enquiries.



- b) All joint advertising must be approved by the Marketing Manager in conjunction with the PEO.

**7.2. Other Institutions or Agencies**

- a) All joint advertising with other institutions or agencies should have The College's logo in a prominent position based on our involvement.
- b) All joint advertising with other institutions or agencies should be approved by the Marketing Manager in conjunction with the PEO.