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| **Portfolio:** | Branding and Marketing Manager |
| **Subject:** | *Third Term Report* |
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# Constitutional Responsibilities

As a manager, an administrative or organisational role is performed on the SRC. The Branding and Marketing Manager’s duties include the brand identity of the SRC, as well as handling the promotional material and information coming from the Council.

Meeting attended:

15/04/2020- Online Meeting

# Portfolio Overview

1. The SRC:

The role of the Branding and Marketing Manager within the SRC is to be responsible for the sharing of important material regarding the different portfolios on the social media platforms of the SRC. The B&M Manager is furthermore responsible for the brand of the SRC in providing measures/tools that promote unity and professionalism.

Relationship with the SRC Communications Officer:

The Communications Officer of the SRC handles formal communications from the SRC to the student body. This includes handling tasks such as writing statements, communicating with media sources, official email communications as well as operating the official website of the SRC. The B&M Manager is not an elected member of the SRC and therefore does not have the capacity to handle official communications on behalf of the SRC. The Communications Officer and the B&M Manager work closely together in distributing information, but the manager handles the more creative aspects and promotional work, creating an approachable brand for the SRC.

1. Stellenbosch University

The B&M Manager is responsible for aiding effective communication and creating spaces which are easily accessible as well approachable by all students. The B&M Manager is also responsible for raising awareness regarding the work of the SRC for the student body.

* The B&M Manager has the responsibility of approaching Corporate Communication which assists with guidelines for the branding and marketing of the SRC.
* Contacting Die Matie and other campus platforms assists in spreading important information efficiently.
* Contacting the PK (prim committee) for further assistance with student communities makes communication of important information more effective. It is advised to also create a database of B&M house committee members in order to assist student communities.

1. South Africa

The B&M Manager needs to be cognisant of the greater structure that they function with in. Everything the manager does needs to be in line with the Constitution of the Republic of South Africa, 1996 and in turn the secular constitutions based on this one within their structures.

# Committees / Task Teams

I am currently on the #CleanCampaign task team set up by the SRC in conjunction with the TSR as well as MASC to assist in combatting the COVID-19 pandemic. My role was to create material that will bring across the message of this task team in creative and effective ways.

I am currently working with the Election Committee (ElectUS) on creating awareness for up and coming elections through all social media platforms to ensure effective communication regarding such elections.

# Budget Overview

*Budget has been used.*

# Term Overview

1. Constitutional Responsibilities:

# In the time of majority online learning, the role of branding and marketing has become crucial in communications. This form of informal communications between the SRC and students is more cost effective, easier, more efficient, and effective in reaching students through social media. The SRC social media pages namely Instagram and Twitter were used to remind students of all official communications from management that were sent through email. This included the reminders on deadlines of applications for data and permits.

# Where various questions streamed in, regarding certain procedures I had liaised with the SRC group to make sure that I had the correct information to sufficiently inform students as per individual inquiries.

# I had also received many administrative queries. These queries were forwarded with efficiency to the relevant parties on the SRC. Feedback was then given to those inquiring as far as I was informed by relevant SRC members. After the escalation of the concerns I followed up per request of those inquiring such.

2020 has seen many movements in the past 7 months which have gone digital due to the restriction in place as per national lockdown. Many of these movements were then able to have called upon the reaction/statements of the SRC. In my capacity I am not able to make the decision to endorse any movement unilaterally. Therefore, as stated on both Instagram and Twitter, by sharing or retweeting content, the SRC does not endorse the content. In my capacity I was able to share content relating to the movements which in my value judgement were not harmful, did not incite violence, nor did it discriminate against any person or group of persons. This was especially done where the SRC did not make any official statements, but based on informal discussions in the SRC group, the SRC had an informal stance against or for.

The SRC platforms are used by two managerial portfolios such as Safety & Security as well as Sport. Throughout the term we have successfully conducted “Fitness Fridays” which saw quick and easy fitness routines to keep active as well as been able to relay important security information.

Unfortunately seeing as no classes were conducted physically throughout the second term, there could be no merchandise issued for the SRC to unify their presence. Furthermore, seeing that only 33% of the universities’ students would be returning to campus and the SRC office would be out of use for the remainder of the year, such merchandise would not be sustainable and serve no purpose.

The purchasing of a camera for campus events as well as other interactions on campus thus too is irrelevant.

It should be noted that I have still not received the log in details of the SRC Facebook page after countless requests to the Communications manager and had no control over anything posted or not posted on that page.

# Committee Task Teams:

I have worked on the #CleanCampaign in creating material for the brochures and posters to be distributed in reaction to the COVID-19 pandemic.

I am currently working with ElectUS to distribute information regarding the up and coming elections. More can be reported in the 4th and final term reports.

# Plans for Next Academic Term

# I will continue to make the social media platforms an interactive space to ensure that we cater to the needs of the student body. As in the past term I will engage with students on miscellaneous topics through polls and q&a forums on social media. As seen in the previous academic term it yields great student interaction and continues to foster a sense of community in the shared experiences of all participating.

# Along with the Safety and Security portfolio plans to have safety lessons twice in the week which will see the Safety and Security portfolio “take over” the platforms to ensure that the relevant information and posts are put up concerning these lessons. One such lesson will be self-defence which show easy methods to ensure one’s own safety.

# The SRC branding and Marketing will be working with ElectUS on the up and coming elections. The SRC page will serve as an additional source to streamline such information.

# Recommendations for Portfolio Improvement

The next managers will most likely not be elected so late into the term, therefore that would leave room for more work.

Promotional work:

I recommend that the next manager requests from each portfolio to inform them of up and coming events, design a poster for said event and have it approved in a timeous manner. Where possible, the SRC member should give more information regarding the specifics of the event to have a design that both parties are happy with and to save time.

Collaborations:

I recommend that when approached to collaborate with other portfolios or other leadership bodies, make sure to have meetings even if just for 15 min to discuss each of the portfolios role as well as how the distribution will work. Request a breakdown of how the other portfolio wants to run their portfolio in the SRC pages so as to avoid later conflict.

Platforms:

I recommend that the manager receives the log in details of each platform in a timeous manner and triple checks communications to avoid embarrassment and/or incorrect information from being distributed.

Furthermore, foster good relationships with all SRC members in order to be constructive in the distribution of information regarding all portfolios.

# Important Contacts

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