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| **Portfolio:** | Branding and Marketing Manager |
| **Subject:** | *Final Term/ Year 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**:

11/09/2020- 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.

In the final term, the Communications Officer had stepped down and I was asked to lend a hand with the necessary student communication in a more official capacity than simply responding to social media direct messages.

This opportunity included access to the SRC email address, even though received at a very late stage in the term I was able to relay the information and assist accordingly.

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 worked 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 also worked alongside the Election Committee (ElectUS) branding and marketing manager in creating awareness for the 2020/21 SRC elections through all social media platforms to ensure effective communication regarding such elections. This was done so successfully in that students were informed efficiently and effectively.

# Budget Overview

*Budget has been used.*

# Term Overview

1. **Constitutional Responsibilities:**

# **Communication**

# 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 were 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. It should be noted that I never received the log-in details for the Facebook page and thus could not communicate through that platform, despite multiple requests to gain access.

# 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.

# In the final term I worked closely with info@sun with the purpose of making communication with students more efficient on the side of the University. Queries at Info@sun would take three working days, whereas I was able to relay information that was not pertinent to a referral contact within the day. When there were queries and concerns that I could not receive clarity on from the SRC, I was able to directly contact the liaison in office. Furthermore, where the query was a FAQ in the SRC inboxes, I would relay it as such to be added to the University’s COVID-19 website.

# Lastly, the SRC Communications Officer had stepped down during the year and thus made communications the role of the B&M manager. It should be noted that I had made no statements on behalf of the SRC, despite having been granted the authority as acting CO. I had received access to the SRC email address at a very late stage and dealt with queries by relaying to the Secretary-General for further assistance where necessary.

**Social Media Presence**

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 second, third and final 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. On Wednesdays, the safety and security committee shared safety and self-defence tips. These videos are all saved on Instagram under our stories.

**Branding**

Unfortunately seeing as no classes were conducted physically from the second academic term onwards, there could be no merchandise issued for the SRC to unify their presence on campus. 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.

# 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.

**Availability**:

It is important to be accessible to students and to respond in a timeous manner. However, in order to maintain a work/academic balance, it is recommended that boundaries are set for yourself in which you dedicate time solely to the purpose of communications. It is important that the SRC focuses on student support which means that you can expect to engage with students well after 17:00.

**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

SU Corporate Communications: Marguerite Cloete

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Student Affairs Communications Officer: JC Landmand

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