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| **Name and Surname:** | Robynne Boonzaaier |
| **Portfolio:** | Branding and Marketing Manager |
| **Subject:** | *First 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:

6/03/2020- Goldfields 17:30

# 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 inline 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.

# Budget Overview

*I have not yet received my budget.*

# Term Overview

1. Constitutional Responsibilities:

# The managers group was appointed three weeks prior to the end of the first academic term. Two weeks before the academic term ended, South Africa was in the height of the global pandemic COVID-19. Business as usual could not proceed as normal as different procedures were implemented to keep the students safe and prevent a spread of the virus in SU.

I was tasked with posting and communicating important information regarding the procedures and plans being implemented. This included *sharing* content from official platforms such as the Stellenbosch University platforms as well as Government ZA platforms to keep all followers informed.

1. 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.

# Plans for Next Academic Term

# When the academic term continues it is speculated that this will be done online. I plan to make the social media platforms more interactive to ensure that we cater to the needs of the student body especially concerning that there is no physical office for the time being.

# Once the budget is confirmed I will continue to contact Die Matie shop in order to discuss items that can be purchased at a later stage (given students are allowed back on campus) to continue in the work to unify the team. Items such as shirts and even winter wear that will make them stand out on campus in order for students to recognise the SRC and feel more comfortable in approaching them on campus.

I also plan on approaching other portfolios who have their own social media accounts to before posting, run their work by me to ensure that what is being posted is within the brand of the SRC.

I would also like to purchase a camera for the SRC/have one purchased in order to document and share events that the SRC has presented or attended to improve the brand of the SRC.

# 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.

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, build a good relationship with the Communications officer in order to avoid mishaps.

# Important Contacts

SU Corporate Communications: Marguerite Cloete

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Student Affairs Communications Officer: JC Landmand

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