



SRC 2020/2021 Term I Report

Almé Engelbrecht, Branding & Marketing Manager,
21555702@sun.ac.za

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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.

Portfolio Overview

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, approachability, and recognition.

Relationship with the SRC Communications Officer

The Communications Officer of the SRC (also the Secretary General) 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.

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- 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 to assist student communities.

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

A portion (R4500) of the allocated budget for promotional videos have been used to create a promotional/introduction video of the SRC to be used on Open Day as well as on our social media platforms.

Term Overview

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 communicate primarily used to communicate with students as we no longer have free use of mass emails. 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 some administrative queries regarding RegisterAll and registering in general. 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.

The Vice-Chair and I compiled a Google form to assist us in creating member posters to be shared on our social media platforms. I have also gained access to the Facebook page early in January 2021 and have answered as many of the questions as possible and updated relevant information.

Plans for next 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.





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STUDENTS'
REPRESENTATIVE
COUNCIL

Office: 3rd Floor Neelsie
Tel: 021 808 2757
Email: sr@sun.ac.za

We are also planning a give-away for in the beginning of Orientation Week to encourage engagement on our social media platforms. There will also be a great effort applied to getting first years to follow our social media as this will be our primary source of communication due to mass emails being restricted.

Important Contacts

- SU Corporate Communications: Marguerite Cloete – marcloete@sun.ac.za
- Student Affairs Communications Officer: JC Landman – jclandman@sun.ac.za

