



COLLEGE OF LAW AND MANAGEMENT STUDIES PUBLIC RELATIONS UNIT ROLES, FUNCTIONS AND PROTOCOLS

What is the role of the College Public Relations Unit:

The College Public Relations (PR) Office serves as a strategic and operational link between the College of Law and Management Studies and the University of KwaZulu-Natal's Corporate Relations (CR) Division. Together, central CR, and the College PR units exist to serve UKZN in promoting and attracting excellence, and advancing the UKZN brand and reputation for being a truly South African University of Choice that is academically excellent, innovative in research, entrepreneurial, and critically engaged with society.

The College PR Unit is responsible for ensuring that the communication, marketing and public relations needs of the College are met through offering an advisory and support services to its Schools/Centres/Units. This advice and support in term of marketing and advertising, communications, media, events and campaigns, web services, relationships with UKZN stakeholders and student recruitment, seeks to bolster the School/Centre/Unit in their endeavours.

Meet the Team

PR Manager : the leader of the team and serves as a member of the College's Management Team. Utilising the team's expertise, the PR Manager oversees the implementation of the UKZN Strategic Communications Plan, or any other strategic initiative arising from central Corporate Relations. As well as the public relation and communication needs of the College and Schools.

Public Relations Officer: responsible for researching and writing articles to promote and showcase the College's achievement in UKZN publications. Also organises and arranges publicity for College events and campaigns. Manages and generates content for the College's Facebook page (search UKZN's College of Law and Management Studies or use the handle @UKZN.CLMS on Facebook) and identifies media and publicity opportunities that could potentially benefit the College.

A Web Administrator: responsible for the implementation and maintenance of high quality College, School, Departmental, Unit and/or Centre websites (currently +30 sites) in consultation with the central Online Communications Unit, ensuring easy access to accurate information that is aligned with the objectives of the College and UKZN. The web administrator is also responsible for maintaining the inner web portal sites for the College and its subsidiary bodies.

Tasks and Services offered/ undertaken by the team include:

- The design of promotional material including invites, brochures, adverts, flyers/posters, banners, and calls for papers/abstracts based on the content provided
- Assisting with providing proforma letters e.g for sponsorship requests, certification templates etc which can be edited to suit the intended purpose.
- The design and updating of conference websites in collaboration with the congress organising committee
- Domain registration of new websites.
- Oversight of the maintenance and updating of the College, Schools and Unit websites. As joint custodians of their website(s), it is incumbent on the School/Centre/Unit to accept ownership of the accuracy and relevance of the content published on any site. The PR team works closely with the nominated School PR link person/task team that serve as the conduit of relevant and topical information to the web administrator on a regular basis.
- Covering events which will be featured as articles in-house University publications. This service is available on request and dependent on capacity, or the requester will be advised of external service providers to outsource this service (for own account)
- Securing and Planning of university wide public relations events, strategies and campaigns.

The PR team can also provide guidance on:

- Ideas and options for suitable venues.
- Ideas on publicising events/conferences
- The loan of UKZN banners for branding purposes
- Ideas on service providers - catering, corporate/branded gifts, advertising, printing etc.
- Sourcing media coverage.
- Sourcing a photographer or video production service (for own account)
- Proofreading and editing of content and information.
- Creating and/or updating staff profiles on the website to newly appointed or current staff members
- Assisting with media coverage in consultation with the Corporate Relations Division, who are required to approve all media requests.

Time frames for services request:

- For conferences are required to be submitted a minimum of one year in advance of the planned conference
- For events are required to be submitted a minimum of two months in advance of the planned event

- For other services e.g celebratory teas, book launches etc, are dependent on PR team capacity and the requestor will be advised at the time of request of the turnaround time.

All requests for services must be logged on the following address: <https://clms.ukzn.ac.za/pr-support/>

The PR team is unfortunately not able to assist with the following:

- Financial support for any PR related activity, gift, publication, award etc,
- Securing sponsorships and/or writing grant applications.
- Providing a photography or Video service, or the loan of a camera.
- Placing notices on the University Notice system.
- Sourcing, producing and/or printing of certificates
- Sourcing or providing branded gifts.
- Identifying and inviting guest presenters from industry to deliver presentations to students as part of module requirements for academics.
- Any request for services not timeously and formally submitted via the appropriate channel i.e <https://clms.ukzn.ac.za/pr-support/>.

We however look forward to sharing our PR discipline knowledge, experience and expertise with you in order to assist you with making your event/function/publication the very best.

Issued by: The College of Law and Management Studies PR Unit