Global Banking School

+44 (0) 207 539 3548

info@globalbanking.ac.uk

www.globalbanking.ac.uk

891 Greenford Road, London

UB6 0HE

GBS Communications Policy

©2022 Global Banking School

Document title	GBS Communications Policy
Oversight Committee	Executive Board
Policy lead (Staff member accountable)	Managing Director
Approved by	Executive Board
Approval date	February 2022
Date effective from	January 2022
Date of next review	January 2025
Version	1.0

Related GBS policies
GBS Data Protection Policy
GBS Social Media Policy
GBS Equality and Diversity Policy
GBS Anti-Harassment and Anti-Bullying Policy
GBS Privacy Policy
External Reference Points
1. Information Commissioner's Office, Accessed online at: https://ico.org.uk/   2. UK Public General Acts, *Data Protection Act 2018*, Accessed online at: https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted   3. UK Public General Acts, *Equality Act 2010*, Accessed online at: https://www.legislation.gov.uk/ukpga/2010/15/contents

Contents

Global Banking School Communications Policy

1. Policy Statement

1.1 Global Banking School (GBS) understands that internal and external communication is a fundamental prerequisite for both reputation and stakeholder commitment and a key-criteria in determining the ability of our community to develop. GBS will ensure our brand, image, and reputation are promoted in a cohesive, consistent, and positive manner to internal and external stakeholders and the general public. Through this policy, GBS will achieve its goals of improving the effectiveness of communications; creating capabilities that streamline the process of communicating; and communicating efficiently.

2. Purpose

2.1 The

4. Equality and Diversity

4.1 The Equality Act 2010 provides protection against discrimination, harassment, and victimisation on the grounds of disability and other protected characteristics. It is a legal duty for higher education institutions to anticipate needs and make reasonable adjustments so that disabled students are not placed at a substantial disadvantage compared to students who are not disabled.

5. Definitions

5.1 **"Communication"** Good communication is much more than the exchange of information. It involves the management of relationships and the need to involve people. Communication is as much about attitude and behaviour as it is about message.

5.2 **"Electronic communication"** means communicating using electronic media to transmit the information or message using computers, internet, e-mail, telephone, video calling, fax machine, etc. This type of communication can be developed by sharing data like images, graphics, sound, pictures, maps, software.

5.3 **"External communication"** is the transfer or exchange of information with external audiences such as prospective students and staff, external visitors, suppliers, shareholders, Pearson, Quality Assurance Agency (QAA), Office for Students (OfS), Information Commissioners Office (ICO), public, government offices, collaborative partnerships etc. It is used for sharing the marketing mix with the world outside GBS.

5.4 **"Internal communication"** is meant by a group of processes that are responsible for effective information circulation and collaboration between the participants within GBS.

5.5 **"Telecommunication"** means communication by telephone, mobile, broadcasting or fax.

5.6 **"Interpersonal communication"** is the way we communicate with others. It may be with another person, to a group of people or to the public. It includes written, verbal, and non-verbal communication.

6. Roles and Responsibilities

discounts, personal development plans, operational communications and external speaker events and conferences etc.

6.9 GBS Staff: Responsible for ensuring that they adhere to this policy and must raise any issues or concerns with regards to accessible information and communication with their managers. Every member of staff has a responsibility to support effective communications and needs to recognise that the quality of their communications reflects on GBS reputation.

6.10 GBS Students: Responsible for ensuring that they adhere to this policy and must raise any issues or concerns with regards to accessible information and communication with their Programme Leaders or Student Success Tutors.

7. Communication Channels

7.1 GBS uses various internal and external communication channels to meet these needs which include:

7.2 **Internal**

7.2.1 *CEO's Newsletter* is a monthly publication to share the key updates across GBS. These newsletters keep staff well-informed of the progress GBS is making and provides an update on significant developments taking place at GBS.

7.2.2 *Life* is an innovative intranet platform full of great features and is a central hub for all things GBS, from news to staff discounts and benefits. It is a platform used to enrich and enhance staff engagement at GBS. It includes:

Peer-to-peer recognition programme, colleagues' awards, and holiday trading

Staff discounts to 700 retailers.

Wellbeing Centre for help and advice with physical and mental health.

Cycle to work: the Government backed scheme, where you can buy a bicycle/and or equipment through salary sacrifice.

Employee Assistance Programme: This is a free 24/7 telephone counselling support and more.

People directory to help staff find colleagues across GBS.

7.2.3 *Mass email broadcast via all GBS staff/students' emails* is used to send messages to a large group of contacts to raise awareness and inform our readers on new business updates and announcements. It is also a method to keep our

staff/students informed of important updates across GBS, these are usually from the CEO and drafted by the Head of Communications.

7.2.4   *Email-* Information and notification of initiatives are communicated through the use of email where appropriate. Email is a quick, effective way of communicating information; however, it does not replace face-to-face meetings where some discussion is required.

7.2.5   *Digital posters and brochures* are used to visually communicate messages or updates.

7.2.6   *GBS website* is an opportunity to promote our mission, values and message to the wider audience including prospective students, alumni, externals, the media, and casual visitors using our website. The website also has all the latest dates and events related to all GBS programmes and collaborative partnerships.

7.2.7   *Meetings -* There is an integrated programme of meetings to facilitate involvement of staff, both form

7.3.3 **_External Speaker Events and Conferences_** *-* GBS holds various conferences, events and seminars which include guest speakers who bring a wealth of knowledge who enrich students' learning experience.

7.3.4 **_Social Media_** *-* GBS actively uses many social media platforms to advance our external communication medium including (but not limited to) Facebook, LinkedIn, Instagram, and Twitter etc.