

Office of Marketing Responsibilities

Effective 1/12/2023

The Office of Marketing's focus is on external marketing and communications. The table below outlines responsibilities for design and printing.

<u>Marketing's Responsibility</u>	<u>Colleagues' Responsibility</u>
<ul style="list-style-type: none">• All Admissions publications• Marketing pieces to be sent to prospective students from any department (e.g., Brochure from Honors Program)• Donor appeals and Advancement publications• Athletic recruiting publications including direct mail• Conference Services marketing• On-campus branding, including banners, wall applications, installations, etc.• Invitations to be mailed to an off-campus audience• Out-of-house printing using external vendors• Coordination of bulk mailings• Providing templates and support to colleagues to create their own branded marketing pieces• Proofing of colleagues' and vendors' work to ensure brand compliance	<ul style="list-style-type: none">• Posters for on-campus events, such as VIA's, concerts, plays• Programs for on-campus events, including the aforementioned, plus banquets, dinners, year-end events, etc.• Handbooks, manuals, policies and procedural, documents• Handling in-house printing orders. For projects that require marketing's design and that will be printed at the University Print Shop, Marketing will supply colleagues with print-ready .pdf files to send to the Print Shop. All finishing work, including banners, will be performed by the Print Shop.

ALSO TO NOTE:

- Marketing does not access job progress or past printing records by the Print Shop.
- Photography and video projects will be initiated at the discretion of Marketing staff.
- Social media, although mainly focused on student recruiting, donor and community relations, will continue to market University events when appropriate.
- The Manchester.edu website will continue to serve all University constituents as needed. Colleagues may request access to edit their own web pages.
- Requests for name badges should be made to Human Resources at ChetNet -> Departments -> Human Resources -> Helpful Links -> Name Badge Request – New or Replacement.