



## **Procedure for Management of Events and Marketing**

### ***Version control***

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|---------------------|---|--|
| Version             | : | 01   |
| Publishing Date     | : | 1 December 2011  |
| Review Date         | : | 12 Months after the publishing date, and then every 3<br>Years |
| Responsible Manager | : | Provincial Communications Manager                              |

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## **Introduction**

1. This procedure must be read in conjunction with the Northern Cape Department of Health's Policy on Communication.
2. Requests for advertising campaigns must be forwarded to the Communications Unit outlining the following:
  - The objectives of the campaign
  - The target audience
  - Suggested channels of dissemination
  - Motivation detailing why the event of exhibition is necessary
  - Specific time frames for the placement of the advertisement

## **Quality Control of Events and Exhibitions**

3. The units are responsible for providing accurate and relevant information to the Communications Unit who will ensure that the material is presented and formatted correctly and in an appropriate language and style.
4. All adverts must be signed off by the relevant manager in consultation with the Communications Unit.
5. The Communications Unit must ensure that the advertising campaigns are branded correctly and conform to the Departmental corporate identity.

## **Advertising Schedule**

6. The Provincial Communications Unit will compile a quarterly advertisement campaign schedule based on requests received from the directorates.
7. This schedule will be submitted to the manager at the beginning of each quarter.
8. Requests for advertisement, advertorials and advertising campaigns must be submitted to the Communications Unit at least two months in advance.

## **Advertising Ethics**

9. The Department may forge partnerships with relevant academic institutions, private companies, provincial and national government departments, Non-Governmental Organisations and Community Based Organisations. In such instances the departmental logo will be used in conjunction with the branding of the particular partner for a specific project. However, this is not to be construed as an endorsement of a particular organisation.
10. All advertisements, advertorials or advertising campaigns must be vetted by the Communications Unit prior to placement to ensure quality and accuracy.
11. All advertisements, advertorials or advertising campaigns will be placed across a broad range of channels to avoid favouritism or preference towards a particular media or channel taking into consideration media mostly used in a particular area of focus for a specific campaign.

## **Advertising Training**

12. The Provincial Communications Unit in collaboration with Human Resource Development Unit may identify training for personnel who usually produce content for advertisements, advertorials or advertising campaigns.
13. The training must be included in the budgets of the relevant units.

## **Roles and Responsibilities of the Provincial Communications Unit**

14. The Provincial Communications Manager is responsible for:
  - development of an overall advertising strategy for the department
  - drafting the implementation programme for the advertising strategy
  - approval of all advertisements, advertorials or advertising campaigns.
  - profiles of political principals and the executive management through advertisements, advertorials or advertising campaigns
  - archiving of all advertisements, advertorials or advertising campaigns.

## **Responsibility of Departmental Units**

15. Departmental units are responsible for:

- Forwarding forthcoming advertisements, advertorials and advertising campaigns at least two months in advance to allow for writing, editing, proofreading and design
- Regular feedback to the Communications Unit on achievements to enable the unit to identify communications opportunities that can be explored with maximum benefit
- Drafting of expert content for advertorials from a departmental perspective
- Providing technical detail to assist in formulating the content

## **Review and Distribution**

16. This procedure will be reviewed 12 months after the publishing date and subsequently every three years.

17. The Communications Manager will distribute updated versions to:

- Member of the Executive Council
- Head of Department of Health
- All Chief Directors, Directors, Deputy Directors and all Programme Managers

## **Acknowledgement and Sources**

18. Acknowledgement is given to the National Department of Trade and Industry on the Advertising Procedures, Government Communication Information Services for the Communicator's Handbook and Policy and Planning Directorate for guidance on the format.