TANZANIA PUBLIC SERVICE COLLEGE (TPSC)

COMMUNICATION, MARKETING & CORPORATE SOCIAL RESPONSIBILITY POLICY

FEBRUARY, 2023

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LIST OF ACRONYMS AND ABBREVIATIONS

CCMT	:	Crisis Communication Management Team
CCPR	:	Corporate Communication and Public Relations
CMC	:	Communication, Marketing and Corporate Socia Responsibility
CMP	:	Crisis Management Plan
CSR	:	Corporate Social Responsibility
HR	:	Human Resources
ICT	:	Information Communication Technology
LGAs	:	Local Government Authorities
MAB	:	Ministerial Advisory Board
MDAs	:	Ministries, Departments and Agencies
NACTVET	:	National Council for Technical and Vocational Education and Training
R &CEO	:	Rector and Chief Executive Officer
PR	:	Public Relations
PRM	:	Public Relations and Marketing
HMC	:	Head of Communication and Marketing
CMCSR	:	Communication, Marketing and Corporate Social Responsibility
CMU	:	Communication and Marketing Unit
SMS	:	Short Message Services
SWOC	:	Strengths, Weaknesses, Opportunities and Challenges
TaGLA	:	Tanzania Global Learning Agency
TCU	:	Tanzania Commission for Universities
TPSC	:	Tanzania Public Service College
URT	:	United Republic of Tanzania

DEFINITION OF TERMS/ GLOSSARY

Advertising: Means any form of paid information placement provided to the public about TPSC products and services where the College has direct control of the presentation of that information.

Crisis: From a communication standpoint, a crisis is an institutional problem exposed to public attention, and that it threatens an institution's reputation and its ability to conduct business.

Crisis Communication: Communication designed in response to a crisis situation, aimed at diffusing such emergency situation, in order to protect the reputation of the institution and maintain its public image.

Collaborating Institutions: Institutions with which the college has entered into formal agreements on specific matters

Confidential Information: Material information not widely disseminated within or external to the college which, if disclosed, would be unduly detrimental to the college's interests.

Corporate Social Responsibility: This refers to the management concept whereby institutions assimilate social and environmental concerns in their business operations and interactions with their stakeholders.

External Communication: Exchange of information and messages between the college and organizations, groups, or individuals outside its formal structure.

Internal communication: Exchange of information and messages between employees or departments across all levels within the college.

Management: This includes Rector and CEO, Deputy Rector, Directors, Managers and Head of Units.

Marketing Materials: Means all corporate materials and prospective student recruitment promotional documentations including print, electronic and web-based materials intended to be used for promoting the college's products and services.

Media: Means or a channel of communication used to reach and influence people at a wider reach.

Social media: Interactive technologies that facilitate the creation and sharing of information through virtual communities and networks.

Spokesperson: Someone engaged, elected or appointed to speak on behalf of the college.

Staff: These include academic and administrative staff of the college, employed on permanent and pensionable, contractual or part-time terms.

Stakeholder: A person, group or organization with a stake in the college.

Students: All students enrolled in all TPSC campuses.

FOREWORD

This policy document stipulates how the Tanzania Public Service College (TPSC) will handle communication, marketing, and corporate social responsibility issues between its internal and external stakeholders. The policy is founded based on the TPSC Strategic Plan 2021/22 – 2025/2026 which emphasizes two-way communication systems that create feedback between the college and its stakeholders.

The College has been facing challenges in handling Corporate Social Responsibility (CSR), marketing, and communication issues, which include information access, exchange, retrieval, dissemination, media involvement, and social, economic, and environmental concerns. There is, therefore, a need for the college to develop a policy to guide effective, timely, and appropriate flow of information within the college and between the college and stakeholders. Furthermore, this policy will guide how the college integrates social and environmental concerns in its operations and interactions with stakeholders.

The college management commits itself to implementing this policy and conducting periodic reviews as the need may arise to ensure its relevance to cope with the changing circumstances and needs of our stakeholders.

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RECTOR & CHIEF EXECUTIVE OFFICER

1.0 INTRODUCTION

Tanzania Public Service College (TPSC) is an autonomous Executive Agency established by the Government in August 2000 under the Executive Agencies, Act (Cap. 245) and operates under the President's Office, Public Service Management and Good Governance (PO-PSMGG). The College was established within the context of a comprehensive Public Service Reform Programme (PSRP) from 2000 – 2011. The main reason of establishing the College was to support the public sector reforms by improving the leadership, management and administrative skills in the public service through provision of quality training programmes, consultancies and applied research to the public service. In this case, TPSC has the role to transform the public service into an organ with the capacity, systems and culture of offering customer – oriented services, and the culture of continuously improving these services.

Moreover, on the 18th June, 2019 TPSC was merged with the Tanzania Global Learning Agency (TaGLA) into one public institution with a new Organization Structure but it retained the name of Tanzania Public Service College. This merger is aimed at providing learning and development programmes to build public and private sector competencies and instill service values and ethics within the framework of entrusted systems.

The new TPSC came into operation on 31st January 2020 after its Establishment Order being published through the Government Gazette (G.N. 64). TPSC takes over functions of the former Tanzania Public Service College (TPSC) and Tanzania Global Learning Agency (TaGLA) as expressed in the Framework Documents, which came into operation in 2000 and 2011 respectively. TPSC provides its services in six campuses namely: Dar es Salaam, Tabora, Tanga, Singida, Mtwara, and Mbeya.

TPSC business operations involve interaction with a range of stakeholders from within and outside the institution in terms of communication and information. For effective interaction and a smooth flow of communication and information across the college and with the aim of protecting and preserving its image and reputation, the TPSC has developed this policy document as part its commitment to provide stakeholders with timely, accurate, objective and complete information. Thus, the policy will enable a smooth flow of information, create feedback mechanisms and manage communication in a structured manner with requisite professionalism. Furthermore, TPSC will strengthen its Communication and Marketing Unit which in principle acts as a link between the TPSC Management and internal and external stakeholders.

1.1 Vision

To be a global center of excellence in knowledge generation, sharing, research and consultancy

1.2 Mission

To improve public service delivery capacity through training, research and publication, provision of consultancy services and technology-based knowledge sharing platforms.

1.3 Motto

Training for Improved Performance

1.4 Core Values

i.   Customer focus: We provide people-oriented services;

ii. Impartiality: We observe equality and avoid favoritism in service delivery;

iii. Innovation: We use idea, technological device or method to deliver services;

iv. Patriotism: We perform duties while upholding high level of patriotism; and

v. Professionalism: We will conduct our activities in a professional manner to achieve high in our goals

1.5 Mandate

Tanzania Public Service College (TPSC) was established under Section 3 (1) of the Executive Agencies Act (Cap .245), as a legal body under section 3(6) of the Act. The Agency was established to perform public service training, applied research, consultancy services and innovative learning through technological platforms.

1.6 Functions of TPSC

i. Offer statutory and voluntary training for all public servants;

ii. Offer public servants' access to training through the use of technology-based training facilities and programmes;

iii. Conduct and coordinate public service examinations and public service proficiency programmes to enhance public service delivery;

iv. Develop skills, knowledge and awareness in management, leadership, administration and office support;

v. Offer advisory or consultancy services;

vi. Provide training and platforms for knowledge sharing that meet public service requirement and other beneficiaries;

vii. Disseminate knowledge on public service management best practice through applied research and publication of research findings;

viii. Harness global expertise in a variety of disciplines through linkages to development networks, best faculties and skills available in the world;

ix. Enable target beneficiaries to learn in a friendly environment with cost effectively, less work disruptions, travel and social disconnection;

x. Promote Government policies, learning culture and support technology use among a wide range of actors to enhance development in Tanzania;

xi. Award Bachelor Degree, Diploma and Certificates to qualified graduates in a few professional programs; and

xii. Foster strategic alliances and partnerships with public and private training and development institutions and individuals to strengthen and deliver public service learning.

1.7 Strategic Plan

The main purpose of this policy is to support the implementation of the TPSC Five Year Strategic Plan from 2021/22 to 2025/26 which emphasizes achievement of the following objectives:

i. HIV & AIDS and Non-Communicable Diseases (NCD) infection reduced and supporting services improved;

ii. National Anti-Corruption Strategy and Action Plan implementation enhanced and sustained

iii. Innovative learning and development programmes for capacity building of public servants enhanced;

iv. Institutional capacity and capability to deliver services improved;

v. Strategic knowledge sharing partnership development and engagements strengthened; and

vi. Institutional Financial sustainability enhanced.

2.0   POLICY OBJECTIVES AND PRINCIPLES

2.1 Objective

The objective of this policy is to ensure that communication, marketing and corporate social responsibility engagements across TPSC and the public in general is consistent, well-coordinated, effectively managed and responsive to the diverse information needs. It is therefore designed to provide a framework for the College to: -

i.   Manage its marketing, communications, media and public relations activities in order to strategically connect with its stakeholders;

ii. Provide the public with timely, accurate, clear, objective and complete information about its products and services.

iii. Ensure that TPSC is visible, accessible and accountable to the public.

iv. Ensure that TPSC has clear corporate colours and logo for recognition and distinct identification.

v.   Ensure all Campuses, Directorates, Departments and Units of TPSC work collaboratively to achieve coherent and effective communication.

vi. Embed processes, which manage TPSC's brand, enhance its reputation and support its strategic goals and vision.

vii. Ensure that TPSC develops its relationship with stakeholders by giving back to the society.

2.2 Policy statements

All internal and external communications and engagements shall be aimed towards the achievement of TPSC's mandate in line with its Strategic Plan. The Policy shall: -

i. Be consistent with the stated mandate, functions, objectives, core values, mission and vision in offering comprehensive and interrelated training and development programmes throughout the vertical spectrum of the Public Service (i.e., at junior and middle level).

ii. Encourage various Directorates, Campuses, Departments and Units to operate in participatory manner in creating and maintaining a good image of the TPSC;

iii. Require timely and truthful responses to media and public inquiries and

iv. Require that the stakeholders are fully informed of college activities and minimize communication breakdown.

2.3 Application and Scope

This policy applies to the TPSC Ministerial Advisory Board, management, staff, students, course participants and other external stakeholders. In addition, the policy provides guidelines on communication, marketing and corporate social responsibility.

2.4 Justification for the Policy

In order for the college to achieve its goals and objectives, it is important to have in place a communication, marketing and corporate social responsibility policy. The policy is an important tool for the college to disseminate its values and philosophy to both internal and external stakeholders. This policy shall reinforce institutional culture, commitment, a sense of belonging; and clarifies the role and place of the College in the wider community through corporate social responsibility (CSR) and community relations.

The policy shall ensure that stakeholders are provided with timely, crisp, clear, precise, complete and reliable information about its other policies, programmes, services and initiatives. Therefore,

in order for this to be achieved internally and externally, this policy serves as a guide to ensure that communication adheres to principles of good communication practice; and operates in the context of the current TPSC Strategic plan.

Based on the core business of the TPSC, this Policy addresses TPSC's Strategic Objective E (Strategic knowledge sharing partnership development and engagements strengthened). Towards achieving this objective, the TPSC has set the following targets:

i.   Conducting publicity programmes for branding of the TPSC;

ii.   Developing a strategy to market the College; and

iii. Strengthening public relations capacity.

iv.   Developing a strategy to effectively participate in corporate social responsibilities

2.5 Guiding Principles

This policy is guided by the following principles;

i.   **Effectiveness and Efficiency:** The College shall ensure that all communications are effective and efficient and shall convey appropriate information to the intended audience through proper communication channels.

ii.   **Clarity:** The College shall disseminate clear, objective and uniform information to avoid misinterpretation. The use of the College logo, colours and publications shall reinforce clarity and authenticity.

iii. **Consistency:** TPSC directorates, campuses, departments, sections and units shall communicate as one to stakeholders and the general public with consistent messages on the College mandate and functions to protect the College's image, confidentiality and privacy.

iv.   **Transparency:** The College shall be transparent and open as possible in its strategic communication. The management will be ready for open engagement and dialogue. In any circumstances where the information cannot be disclosed, reason for non-disclosure will be communicated.

v.   **Responsibility:** The College shall strive to ensure marketing of the College products and services reflects a high level of accountability and responsibility.

vi.   **Integrity and Confidentiality:** Internal and external communication shall continue to be guided by high levels of integrity and confidentiality.

vii.   **Timeliness:** The College shall ensure that all information reaches the intended audience timely, is relevant and able to be understood in the correct context.

viii. **Feedback:** It is important that stakeholders (internal and external) are kept informed and updated as necessary. The College has to provide appropriate and timely response to raised issues, suggestions or ideas.

3.0 SWOC ANALYSIS RELATED TO COMMUNICATION, MARKETING AND CSR AT TPSC

For the purpose of having in place an effective communication, marketing and corporate social responsibility policy; strengths, weaknesses, opportunities and challenges (SWOC) in the TPSC related to this policy have been identified. It is upon such SWOC that the policy is designed and analyzed.

3.1 Strengths

i.   The fibre-optic network connection has made communication for both internal and external audiences faster and more reliable.

ii. A large number of alumni serves as benevolence ambassadors of its products and services in and outside the country.

iii. Most TPSC internal stakeholders are gradually becoming computer literate.

iv. Automation of TPSC's systems made communication faster and more reliable

v.   TPSC is a reputable College registered by NACTVET and TCU.

vi. Presence of qualified and skilled employees.

vii. TPSC is affiliated to the President's Office, Public Service Management and Good Governance.

3.2 Weaknesses

i.   Absence of a policy that guides communication, marketing and corporate social responsibility in the college.

ii.   Absence of a proper structure on communication, marketing and corporate social responsibility functions and practices at TPSC.

iii. Delays, distortion, and withholding of information.

iv.   Inadequate coordination of communication among various directorates, campuses, departments, units and sections within the College.

v.   TPSC and most of its activities, products and services remain little known to stakeholders.

3.3   Opportunities

i.   Availability of human and non-human resources.

ii.   The increase of ICT use outside the College.

iii. Strategic alliances and partnerships with reputable institutions and individuals (locally and internationally)

iv.   Availability of media outlets to disseminate information on College products and services.

v.   Increased appetite on the use of video conference facilities in public services.

3.4   Challenges

i.   Rapid changes in information and communication technologies globally.

ii.   Inadequate financial resources.

iii. Increased competition from other institutions

4.0 TARGET STAKEHOLDERS

TPSC CMC Policy engagement is directed to both internal and external stakeholders.

4.1 Internal Stakeholders

Internal stakeholders include:

i.   Minister, President's Office - Public Service Management and Good Governance

ii.   The Permanent Secretary

iii.   The Ministerial Advisory Board (MAB)

iv.   Staff

v.   Course participants and Students

4.2 External Stakeholders

External stakeholders include:

i.   Ministries, Departments and Agencies (MDAs)

ii.   Local Government Authorities (LGAs)

iii.   Regulatory bodies (NACTVET and TCU)

iv.   Collaborating Institutions

v.   Economic operators

vi.   Business development partners

vii.   Parents or guardians

viii.   Alumni

ix.   General Public

x.   Media

xi. Public services employees

xii. Secondary school leavers

xiii. Political leaders

xiv. Trade unions

xv. Professional boards and associations

xvi. Non-Government Organizations (NGOs)

5.0   COMMUNICATION CHANNELS

The college shall use the following generally accepted channels of communication; -

5.1 Written Communication

i.   The College shall communicate using letters, memos, circulars, loose minutes, notices, mails, and other appropriate forms of written communication.

ii.   All written communication must be simple and easy to understand, devoid of slang, inoffensive and discriminatory remarks.

iii. The correct format of written documents will be observed all the time as per government directive (Mwongozo wa Katibu Mkuu Utumishi kuhusu uandishi wa nyaraka mbali mbali za kiserikali mwaka 2020) and Standing Orders.

iv.   All forms of written communication shall be clear, complete, accurate and to be dispatched in time with confidentiality.

v.   A copy of all written communication shall be filed both at the source and destination for future reference. All internal circulars will be released in time and strategically posted for staff and students for ease of success.

5.2 Face to Face

The College believes face to face communication as a means of promoting trust and understanding among stakeholders.

5.3 Official Meetings

i.   The College shall respect meetings as a forum for involving staff members in decision making and problem solving.

ii. Notice of meetings shall be sent to members in advance to enable them prepare and contribute effectively.

iii. Meeting agendas shall be communicated timely to allow members to add input and prepare for the meeting.

iv. Meetings deliberations shall be distributed to relevant staff timely and feedback should be provided through appropriate communication channels.

v. Minutes of meetings shall be recorded and filed.

5.4 Telephone

i. The College's recommended procedure for handling incoming calls shall be adhered for both landline and mobile telephones.

ii. Mobile phone communication shall be complemented with written communication where regulations demand.

iii. Staff should not make private calls at the College's expenses except in emergency cases.

iv. During meetings mobile phones must be placed on silent/ flight mode.

5.5 Communication for people with special needs

The College will use braille for persons with sight impairment and sign language for persons with hearing difficulties and other appropriate methods of communication for persons with other forms of disabilities.

5.6 Electronic Communication

The College shall promote the use of electronic media such as official emails, websites, social media and short message services as an official mode of communication to staff, students and other stakeholders. The College shall adhere to government and TPSC ICT Policy.

5.6.1 Email

i.   The use of e-mail is to be considered an official means of communication between staff, students and stakeholders.

ii.   For purposes of facilitating effective official communication, each TPSC staff shall be assigned an official email address by the ICT Unit.

iii. All enquiries and communication shall be addressed to the R & CEO and be channeled through the info@tpsc.go.tz email address. The custodian of this e-mail address is the R & CEO

iv.   The Head of PR and Marketing and the Executive Assistant to the R & CEO shall be granted access to such emails.

v.   All use of emails shall be in line with the existing ICT Policy.

5.6.2 The TPSC Website

i.   The College owns the tpsc.go.tz internet domain and it shall be used as an official communication channel.

ii.   The website shall always be up-to-date, user-friendly and encourage two-way communication.

iii. The Communication and Marketing Unit in collaboration with the ICT Unit has an overall editorial responsibility for the website and shall ensure posting of accurate information.

5.6.3 Social Media Platforms

The college shall use appropriate social media sites for purposes of communication and promoting the college products and services. These platforms will be overseen by the PR and Marketing Unit which will continuously provide accurate, timely and objective information to the target audiences.

5.6.4 SMS/Text message

The college will use Short Message Services (SMS) text messaging appropriately to pass on important information to staff, students and other stakeholders.

5.7 Other Channels

5.7.1 Notice Boards

i. The college shall ensure proper use of notice boards. The information/message displayed shall be brief, concise, simple and clear.

ii. The Human Resource and Administration department shall ensure that information displayed on notice boards is timely and is also removed when out dated.

5.7.2 Suggestion Boxes

i. The College shall place suggestion boxes at strategic locations within its premises to receive comments, compliments, complains and suggestions from stakeholders.

ii. Staff and students are encouraged to use these suggestion boxes anonymously.

iii. All escalation issues will be analyzed and appropriate action shall be taken based on the "***Mwongozo wa kushughulikia Malalamiko Serikalini***".

iv. The Head of PR and Marketing shall ensure that all suggestion are collected regularly and are properly sent to the respective offices for responses and implementation

5.8 Media

5.8.1 Communicating with the Media

All media engagements should be directed to the R & CEO. Upon receiving an enquiry, the R&CEO will decide upon the appropriate response as well as the content of information to be shared.

5.8.2 Official Comment and Media enquiry

i. Official comment is only made by the R &CEO. No other staff members are authorized to offer an official opinion or comment unless otherwise instructed by the R &CEO.

ii. Under no circumstances is a TPSC staff allowed to respond to inquiries from the media or community members unless specifically authorized to do so by the R &CEO.

iii. TPSC Staff are not allowed to submit any press release about the College without prior approval from the R & CEO.

iv. Any TPSC Staff receiving an enquiry from the media directly or otherwise must refer the inquirer to the official authorized Spokesperson identified in this Policy.

5.9 Advertising and Presentation

The college shall utilize print media, electronic and other support media for promoting its products and services, by adhering to the following:

i. Any advertising matter must be approved by the R & CEO before being submitted to the Communication and Marketing Unit (CMU) for implementation.

ii. All advertising engagements and commitments with the media shall be exclusively executed timely by the CMU.

iii. Any use of the College name and logo in advertising without approval from the R &CEO is prohibited and shall be subject to legal/disciplinary action.

5.10   Corporate Branding

The college shall use the correct name, logo, corporate colours, and dress code to maintain its brand and remain visible and competitive. The following shall govern use of college symbols.

i. The Communication and Marketing Unit (CMU) shall develop and maintain the branding guide.

ii. The College directorates, campuses, departments, units and sections shall conform to standards set in the TPSC Branding Guide.

iii. Use of the College name, photographs and logo in marketing materials, press releases, radio and TV programs must be requested formally from the CMU.

iv. TPSC staff and students shall adhere to **Government Circular Number 6 of 2020** on the **Dress Code** and the **Student by Laws of 2017** read together with its amendments of 2020 respectively and as amended from time to time.

5.11   Photography and Filming

The Communication and Marketing Unit shall be responsible for production, maintenance and use of College photos and films. Any person filming or photographing on College premises for commercial use shall seek prior permission from the R & CEO.

5.12   Corporate Marketing

i. The College shall use print, electronic and other media to carry out corporate marketing activities.

ii. Production and use of marketing materials shall be approved by the R&CEO. Marketing materials include but are not limited to;

   a. Brochures, flyers, posters, calendars, diaries, billboards and banners;

   b. Promotional materials, documents or images that are uploaded on the website;

   c. Broadcasts, documentaries, podcasts, advertorials and interviews; and

   d. Any promotional materials that contain the College Branding Guide.

iii. All College marketing activities shall be executed by the CMU after approval by the R & CEO.

iv. All marketing and advertising material shall be reviewed after five years. However annual reviews can be made when deemed necessary.

5.13 Events, Shows and Exhibitions

i. The College shall participate in events, shows and exhibitions as marketing platforms after approval from the R & CEO.

ii. The CMU shall be responsible to organize, coordinate and participate in various events, shows and exhibitions that have interest to TPSC.

6.0 CORPORATE SOCIAL RESPONSIBILITY (CSR)

It is expected that through CSR the college will attain a balance of environmental, economic and social needs at the same time addressing expectations of her stakeholders.

6.1 Guidelines for Corporate Social Responsibility

i.   The CMU shall identify appropriate social activities in line with the TPSC mission and vision and forward the same to the R & CEO for approval.

ii.   The CMU shall solicit for various resources internally and externally for mounting the operation.

iii. The CMU will coordinate implementation of social interventions in liaison with relevant departments or institutions.

iv.   The College shall set aside sums in its annual budget from time to time to support CSR activities.

6.2 Area of focus

The TPSC CSR College shall focus on the following areas;

i.   Education
TPSC will provide field practical and internships to students in various disciplines and conduct research in various thematic areas subject to availability of funds and disseminate research findings freely for public consumption.

ii.   Environmental conservation
The College remains committed to participate in various activities aimed at protecting the environment by planting trees, donation of tree seedlings, environmental clean-ups of

select areas for the purpose of conserving the environment and sustainability. This will be done either individually or in collaboration with other institutions.

iii. **Health Services**
The College in association with hospitals and other organizations will support health care initiatives by donating blood and creating awareness on diseases like HIV/AIDS/ Covid19 among others.

iv. **Disaster response**
The College will partner with Prime Minister's Office (Disaster Response Unit), the Red Cross and other relief organizations in responding to disasters which may occur in the society from time to time including floods, outbreaks of communicable diseases, collapse of buildings and fires.

6.3 CSR Committee

The CSR committee shall be composed of the TPSC management team. However, the R&CEO may co-opt other members as need arises. The committee will identify annual CSR activities, craft the budget, oversee execution and resource mobilization for selected activities.

7.0 RESPONSIBILITIES FOR COMMUNICATIONS

This policy shall be implemented together with other TPSC regulations and policies. For smooth implementation this policy, it shall be administered as follows;

i.   Authorise Spokespersons

ii.   Role of the Communication and Marketing Unit

7.1 Authorized Spokespersons

The Rector and Chief Executive Officer is the spokesperson of all matters pertaining to the College. The R &CEO may appoint/ authorize other officers to be spokespersons from time to time and when necessary, as shown in Table 1.

Table 1: Authorized Spokespersons

S/N	Spokesperson	Mandate
1.	Rector & Chief Executive Officer	On all issues of policy, management and operations of TPSC in general
2.	Head of Communication and Marketing	Delegated Spokesperson
3.	Deputy Rectors and Directors	Delegated spokespersons on issues of operations in their areas of expertise and operation.

The R&CEO may also delegate such powers to Deputy Rectors and Directors. TPSC staff and other covered persons are forbidden to respond to inquiries from the news media, community members

unless they are specifically authorized to do so by an authorized Spokesperson.

7.2 Role of the Communication and Marketing Unit

This Unit has the following roles: -

i. Implement the College Communication, Marketing and Corporate Social Responsibility (CMC) Policy;

ii. Market TPSC businesses and raise public awareness on its operations;

iii. Foster cooperation between the College and other organizations;

iv. Coordinate TPSC advertisement to the public regarding its operations;

v. Conduct publicity programmes for promotion and branding of the TPSC image;

vi. Coordinate and supervise preparation of marketing and promotion materials;

vii. Develop Marketing, Communication, Corporate Social Responsibility policies, manuals, and guidelines; and

viii. Coordinates dissemination of the College information on its offerings.

8.0 CRISIS COMMUNICATION

TPSC shall proactively deal with issues that have potential to damage the College's relations with its customers and employees, or its reputation, financial position or other vital interests before they degenerate into a crisis.

8.1 Crisis Communication Strategies

Given the importance of crisis communication:

i.   Only the Rector and Chief Executive Officer (R&CEO) or a person authorized by him/her shall give information on crisis situations to the media.

ii. The Office of the Rector and Chief Executive Officer shall maintain regular contact with stakeholders and give advice where issues or developments appear to cause problems.

iii. The CMU shall constantly monitor news and advise the R &CEO on issues/ trends relevant to the College.

iv. In case of a crisis, the TPSC Management shall become the Crisis Management Team (CMT). The R &CEO may co-opt other members as the situation may demand.

v.   At the time of a crisis, the team will assess the severity of the crisis and determine the course of action which must be approved by the R &CEO.

9.0 COMPLAINTS AND COMPLIANCE

9.1 Complaints

i.   In case an individual is found with any written or verbal communication that is personally offensive and the instigator is known, he shall be reported to the R&CEO for appropriate action.

ii.   Other complains shall be channeled to the respective offices of the College.

9.2 Compliance

i.   Any failure by a TPSC staff to comply with this policy may result in disciplinary action under the Code of ethics.

ii.   Any dispute about this policy's application must be referred for resolution to the R &CEO, Directors as per the Public Servant Standing Orders and the TPSC staff regulations requirements.

10 POLICY IMPLEMENTATION AND REVIEW OF POLICY

10.1 Implementation and Review

i.   This Policy will take effect from the date of approval by the TPSC Ministerial Advisory Board.

ii.   The R &CEO is responsible for ensuring compliance of the Policy.

iii. This policy will be reviewed according to the TPSC guidelines and it will be updated at least every five (5) years or as need arises with the aim of enhancing efficient delivery of effective outcomes.

10.2 Monitoring and Evaluation

The Communication and Marketing Unit shall develop appropriate strategies for monitoring and evaluation and carry out annual evaluation on the implementation of the policy.

REFERENCES

1. Chuka University Corporate Communication and Public Relations Policy 2017

2. Marketing & Communications Policy for University of Ghana 2019

3. Public Service Code of Conduct 2005

4. Standing Orders for the Public Service 2009

5. TPSC ICT Policy 2020

6. TPSC Strategic Plan 2021/22 – 2025/26

7. TPSC Job Description and Scheme of Service 2019

8. University of Eldoret Communication Policy 2016

9. University of Dar es Salaam Communication Policy 2019

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