Marketing Policy and Procedure

**Purpose**

ARC Training endeavours to provide accurate and compliant marketing material in the promotion of its training courses.

**Scope**

This policy applies to all staff of ARC Training, and any third parties acting on behalf of ARC Training.

**Definitions**

Marketing material flyers, brochures, course information

Electronic Media ARC Training website, interactive online media that allows the sharing of data in the public forum including e-mail, online social forums, blogs, video and image sharing websites.

**Aim**

To ensure all marketing material used in the promotion of courses is accurate, conforms to the ARC Training style guide and complies with the Standards for National VET Regulator (NVR) RTOs 2012 / Standards for Registered Training Organisations (RTOs) 2015, other State and Commonwealth Government funding requirements and all relevant legislation.

Policy

ARC Training will ensure it provides students and prospective students as well as clients, accurate and comprehensive information about the company and its training products in all marketing materials.

At all times any materials used for marketing will conform to the ARC Training style guidelines and be reviewed for compliance.

The publishing or commentary made using electronic media must be checked for accuracy and compliance prior to publication. Where tweets or posting on social media is used for advertising campaigns it will be check for compliance and be approved for use prior to publishing.

Procedure

Marketing materials for use

1. All printed material for use in marketing will be checked for content compliance by the Compliance Team prior to being sent for approval for publishing.
2. The Marketing Team will review all marketing materials for compliance with the style guide and quality.
3. All printed material for use in marketing will be sent to the Administration Manager and Compliance Coordinator for authorisation prior to publishing.
4. Any changes made by the Administration Manager and Compliance Coordinator will be reviewed by the compliance before final publication.

Marketing Campaigns using Electronic media

1. All electronic marketing campaigns will be submitted to the Administration Manager and Compliance Coordinator for approval. This will include detailed scripts to be used in posting on social media or being tweeted.
2. The Administration Manager and Compliance Coordinator will review for compliance prior to publishing where required.
3. No campaigns will be initiated by Business Development teams without being authorised by the Compliance Team.

Maintenance and updating of Electronic media

1. Electronic media will be monitored and managed by the Compliance Team.
2. Any breaches of policy and procedure or inappropriate postings will be dealt with as follows:

A breach of compliance/policy has been identified on Electronic Media

Administrator required to remove post immediately or

make correction

Any apologies published where required

Referral to Continuous Improvement

Committee for any reformative action

ARC Training understands that all procedures must comply with the Standards for National VET Regulator (NVR) RTOs 2012/ Standards for Registered Training Organisations (RTOs) 2015, State and Commonwealth Government funding requirements and all other applicable legislation.