



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

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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>

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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 purpose of this policy is to establish guidelines for identifying the channel most appropriate for each category of communication. The aim is to improve internal and external communication by providing a framework which:

- Keep staff, students, and other stakeholders well informed.
- Encourages individuals to connect with others at different levels.
- Invite a two-way communication system
- Enable staff to be able to access specific information regarding their role and key business updates on a regular basis.
- Ensure that communication is well managed, deliberate, and reliable and thus valued by our staff and students.
- Encourage openness in sharing information.
- Create an ethical and professional relationship with staff and students.
- Uses jargon free, plain English and be easily understood by all
- Use the method of communication most effective and appropriate to the context, message, and audience.

3. Scope

3.1 GBS is committed to ensuring that all our staff, students, visitors, and external stakeholders can benefit from the right level of guidance enabling us to ensure the right messages are being communicated at the right time and in the right way. This policy will be relevant for all GBS students, staff and visitors who need to adhere to the advice and guidance contained to protect and maintain GBS reputation.

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

- 6.1 Head of Communications: Responsible for editing and drafting communications to all staff and monitor the number of communications issued each week to ensure staff are not inundated with messages. For example, the CEOs Newsletter.
- 6.2 Chief Executive Officer (CEO): Responsible for approval of all all-staff messages and any marketing materials that are released for publication must be reviewed and approved by the CEO before they are cascaded.
- 6.3 Prior to publication it is necessary for the Head of Communications and/or GBS staff member to obtain approval for external communication. The CEO alongside the Managing Director and a Member of Senior Management Team have authority to control the information provided to our external stakeholders. This is to ensure 'external communication' is in line with GBS Core Values. Authorisation to speak on behalf of GBS may only be given by the CEO and published by the Head of Communications. No staff member may make official statements on behalf of GBS without consultation with, and express authorisation from, the CEO.
- 6.4 Provost Office: Responsible for cascading all student communications as drafted by the Head of Communications on behalf of the CEO.
- 6.5 Marketing: Responsible for drafting all press releases which are sent to external stakeholders and media, these are signed off by CEO prior to publication. For example, social media publications, press releases, digital posters, brochures and GBS website updates.
- 6.6 Line Managers/Head of Departments: Responsible for staff communication and must ensure staff are aware of this policy and advising them on compliance with it. All communication must be shared with Head of Communications. For example, email communication, organising meetings and mass email broadcasts via all 'GBS staff/students' email.
- 6.7 GBS Welfare Department: Responsible for arranging alternative format (including large print, audio and electronic) upon request.
- 6.8 GBS Human Resources/Facilities: Responsible for staff announcements on UNIT4 and Life platforms regarding their annual leave, employee assistance programmes, staff

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 formal and informal and this includes weekly briefings. All formal meetings such as Boards and Committees are structured and minuted and members are invited to contribute to the agenda. It is important that time is put aside for structured opportunities for staff and students to engage in collaborative work and to contribute to academic and professional staff's reflection on priorities, activities, and future plans. For all other meetings notes should be taken, action points progressed and feedback given to staff.

7.3 External

7.3.1 **Press releases** - GBS maintains links with the local media to provide proactive information on routine matters for story content. Such information informs our community of key developments, student achievements and upcoming events and an effective mode of communication which provides valuable exposure.

7.3.2 **Operational communications** - These updates are sent via the Chief of Staff emails and are adhoc. They are drafted by the Head of Communications and deliver important operational messages that need to be shared with staff across GBS.

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. *Please see GBS Social Media policy for further information.*

8. Monitoring and Review

8.1 This policy may be amended by GBS at any time and will be reviewed annually to ensure it is fit for purpose. Any issues related to the monitoring and review of this policy, please contact asqo@globalbanking.ac.uk.

9. Data Protection and Confidentiality

9.1 GBS is registered with the Information Commissioner's Office as a Data Controller. Details of the School's registration are published on the Information Commissioners website. GBS as a Data Controller shall implement appropriate technical and organisational measures to ensure that processing of personal information is performed in accordance with the UK General Data Protection Regulations (UK GDPR) and under the Data Protection Act 2018 (DPA).

9.2 All GBS staff and students should be clearly informed about the limits of confidentiality in terms of information sharing in line with data protection law. Please refer to GBS Data Protection Policy for further guidance.

10. Alternative Format

10.1 This policy can be provided in alternative format (including large print, audio and electronic) upon request. For further information, or to make a request, please contact the Academic Standards and Quality Office at asqo@globalbanking.ac.uk.