

Regulations of the Department of Public Relations, Culture and Sports

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LEPL Georgian Technical
University

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Regulations of the Department of Public Relations, Culture and Sports of LEPL Georgian Technical University

Article 1. General Provisions

1. The Department of Public Relations, Culture and Sports (hereinafter - the Department) of the Georgian Technical University (hereinafter - the University) is a structural unit of the University, which conducts its activities in accordance with the Constitution of Georgia, the Law of Georgia "On Higher Education", the University's Charter, these regulations and the applicable legislation of Georgia.
2. These regulations defines the bases of the Department's activity, goals, tasks, functions and rights and duties.
3. The Department is accountable to the rector of the University and the head of administration (chancellor), who supervise the activities of the Department in accordance with the law.

Article 2. Goals and Objectives of the Department

1. The goals of the Department are:
 - a) promotion of culture, art, healthy life and sports in the University space and for this purpose using the existing infrastructure as effectively as possible;
 - b) taking care of the development of the existing infrastructure in the University to create an environment and comfortable conditions for students and academic staff according to their interests;
 - c) deepening of relations between students, administration employees, professors, researchers and Department employees;
 - d) coverage of all processes taking place in the University and preparation of special programs on University television;
 - e) implementation of other powers defined by the legal acts of the University.
2. The tasks of the Department are:
 - a) taking into account the interests and requirements of the Georgian Technical University, planning and organizing various activities in order to raise the degree of its popularity in the society and strengthen its image;
 - b) active involvement in the preparation of programs and projects of current and planned important events of GTU and coverage on University television;
 - c) establishing relations with relevant state, non-governmental and other public organizations/groups within the scope of competence;
 - d) relations with society and mass media. preparation and distribution of relevant materials on the University television for the purpose of providing information campaigns;

- e) organizing thematic meetings and press conferences with representatives of society and mass media;
- f) development-implementation of joint cultural, sports, social and television projects, together with relevant agencies, organizations, etc.
- g) establishment of relations with friends of GTU, relevant Departments of foreign universities, implementation of joint cultural, sports and social activities;
- h) management of the Department's social network and website;
- i) creating and updating a photo and video archive depicting the Department's activities;
- j) within the scope of competence, establishing a qualified and effective connection between students and the management of GTU, the University community, the administrative staff, the academic community;
- k) establishing effective connections between students and representatives of the sports-cultural community within the scope of competence;
- l) promoting the implementation of the goals and objectives of the concept of cultural-sports, educational-cognitive development of GTU students;
- m) planning/implementation of targeted activities with the creative and sports segment of GTU (theatre, chapel, folk ensemble, musical and other artistic groups, GTU sports teams), their maximum support and strengthening, maximum coverage and promotion of their activities on University television;
- n) creation of an information base for students interested in various fields of art and sports;
- o) promotion of healthy lifestyle, culture and art in the University space;
- p) implementation of social activities;
- q) creating an information base of outstanding art and sports figures who graduated from GTU, establishing close contacts with them and involving them in University activities;
- r) arranging thematic, educational meetings for students with outstanding figures of art, sports and science;
- s) maximum involvement and practical training of students of the media technologies faculty in the work of GTU television, preparation/implementation of various types of television, educational and training projects;
- t) coverage of current activities and history of the University;
- u) promotion of various fields of science, inclusion of television resources in the scientific and educational process;
- v) promotion of rapid integration of modern processes in the fields of science in the international space;
- w) involvement of students in television activities in order to promote educational and educational-scientific activities of the University;
- x) attraction of educational and educational-scientific (cognitive) programs, films and other products created by various local and world broadcasters;

- y) creation of television archive;
- z) supervision of the infrastructure necessary for the Department's activities, development and ensuring its proper functioning;
- aa) improvement of activities and introduction of new methods using modern information technologies.

Article 3. Department Structure and Employees

1. The Department is headed by the head, who is appointed and dismissed by the rector.
2. The head of the Department is accountable to the University rector and the head of administration (chancellor).
3. The number of staff of the Department is determined in accordance with the structure and staff list approved by the Representative Council (Senate) of the University.
4. The Department has a deputy who is appointed and dismissed by the rector on the recommendation of the head of the Department.
5. The structural unit of the Department is:
 - Public relations unit.
6. The unit includes musical ensembles and creative groups of various directions, sports teams and clubs.
7. Heads and employees of structural units of the Department are appointed and dismissed by the rector of the University on the recommendation of the head of the Department.
8. The functions of the Department's structural units and the rights and duties of the employees are defined by these regulations, the internal legal acts of the University and the current legislation of Georgia.
9. In the absence of the head of the Department, the duty is performed by the deputy or a person designated by the head of the Department in agreement with the rector and the head of the administration (chancellor), with compensation of the appropriate salary difference.

Article 4. Rights and Duties of Employees of the Department

1. Head of the Department:
 - a) manages and directs the activities of the Department;
 - b) is responsible for performing the functions and tasks assigned to the Department;
 - c) distributes functions among employees and monitors their activities, is authorized to take appropriate administrative measures, in case of non-fulfillment of assigned duties, terminate the employment contract early and/or promote the employee of the Department in agreement with the rector;
 - d) develops the Department's activity and development strategy;
 - e) ensures the establishment of relations and active cooperation with state and private organizations for the purpose of student development and career advancement, both with Georgian and foreign universities;

f) ensures the establishment of relations and active cooperation with creative groups of other higher education institutions of Georgia and foreign countries, representatives of the music and art circles, and various sports associations;

g) submits proposals to the University management in order to improve the Department's structure and staffing schedule;

h) is responsible for the evaluation, encouragement, development, motivation, initiation of disciplinary measures of the employees under his/her authority;

i) submits a petition to the rector regarding the allocation of funds, equipment and inventory, which are required to fulfill the goals and objectives of the Department;

j) exercises other powers defined by the University's legal acts.

2. Deputy head of the Department:

a) participates in the prioritization of tasks to be performed by the Department;

b) controls and facilitates the process of achieving the tasks set for the Department;

c) as necessary, conducts high-level communication, preparatory meetings, negotiations with various organizations on the instructions of the immediate superior and/or within the scope of the authority granted to him/her by the relevant legal act;

d) gives advice and recommendations to the employees of the Department in order to improve and develop the quality of work;

e) participates or himself/herself organizes and controls the activities of the Department and relevant Departments, regulates and solves professional and organizational problems that are of particular importance for the effective work of the Department;

f) assists the head of the Department in the process of carrying out the functions and duties defined for him/her.

g) performs other functions on the instructions of the head of the Department.

3. Head of the unit:

a) organizes the measures necessary for the performance of the functions provided for by the present regulations and is responsible for their performance;

b) supervises the performance of the duties assigned to the employees of the unit;

c) within the unit's competence, prepares and presents initiatives of various nature, with appropriate reasoning;

d) establishes communication within the competence with various organizations on the instructions of the head of the Department;

e) performs other functions related to the activity of the unit on the instructions of the head of the Department.

4. Manager of University Television:

- a) manages and directs the activities of the University television and is responsible for the performance of the functions and tasks assigned to it;
- b) distributes functions among employees and controls their activities in agreement with the head of the Department;
- c) develops a television network to cover the activities of the University and the set tasks as efficiently as possible;
- d) if necessary, together with the head of the Department, provides the head of the University's administration with reasoned information and recommendations regarding the personnel changes of the television station or the use of disciplinary or incentive measures for the employees;
- e) submits the report of the completed work to the head of the Department and the head of the administration within the established terms;
- f) periodically listens to the report on the performed work from the subordinate employees;
- g) is authorized to ask the question of increasing or decreasing the staff list of the television station in agreement with the head of the Department;
- h) exercises other powers defined by the University's legal acts.

5. The staff number and ranking of the Department is determined in accordance with the structure and staff list approved by the Representative Council (Senate) of the University.

6. The University rector appoints and dismisses employees of the Department.

7. The rights and duties of the employees of the Department are determined by these regulations, job descriptions, internal legal acts of the University and the current legislation of Georgia.

Article 5. Functions of the Structural Unit of the Department

1. The functions of the public relations unit are:

- a) identifying the target audience and planning and implementing appropriate marketing campaigns to attract them;
- b) marketing research of the Georgian and world educational market and presentation of research results to the rector;
- c) planning and implementation of various types of advertising campaigns, measuring the effectiveness and efficiency of the campaigns;
- d) conducting an annual survey to meet the expectations of the involved and interested parties;
- e) implementation of the annual SWOT analysis of the University, planning of relevant measures and activities to overcome weaknesses and challenges, and coordination of the implementation process;

- f) technical-economic feasibility study of works and innovative proposals performed by University faculties/schools, scientific-research units and centers, analysis of relevant local and international markets, price research and development of relevant recommendations;
- g) monitoring the dynamics of the educational market of Georgia and responding within the competence;
- h) promotion of University business process management;
- i) promoting the development and implementation of the University's development plan in terms of marketing;
- j) development and implementation of the University's marketing events plan;
- k) formation, constant renewal and development of the University brand in terms of marketing;
- l) coordination of all kinds of visual materials in order to maintain a uniform corporate University style; involvement in the process of drawing up long-term strategic and annual action plans of the University in terms of marketing;
- m) support of all structural units of the University in the direction of strategic communication, media relations and marketing studies and activities;
- n) promotion of the mission, vision and values of the University, both inside and outside the University;
- o) in close cooperation with relevant structural units and faculties, inform the public and target audience about the University's achievements and competitive advantages;
- p) providing information about the University and its faculties, scientific-research units, students, training programs and policies to various interested parties, including the general public and the media, in an appropriate form;
- q) coordination of media relations of the University and its employees;
- r) preparation of periodic thematic review of the press and other means of mass information (both local and international) and presenting it to University officials for information;
- s) preparation of official notices, press releases, announcements and informative materials related to the activities of the University and ensuring their distribution through mass media;
- t) for the purpose of promoting the University, its main educational (faculty, school) and scientific-research units (institute, center) arranging media tours at least once a year for representatives of local and international media organizations;
- u) organization of press conferences, briefings, meetings and interviews based on the needs of the University;
- v) providing effective crisis strategic communication using appropriate channels in crisis situations and against information campaigns aimed at discrediting the University;

w) providing coverage of all kinds of events (conferences, presentations, thematic seminars, etc.) organized throughout the University, production of video and photo shooting, and preparation and placement of relevant press releases, both on the University's website and in official social networks;

x) proactive communication with interested and involved parties;

y) administration of the University's website and social networks, provision of timely placement of visual and informational materials;

z) development and implementation of initiatives related to the improvement of interactive communication with students and other interested and involved parties;

aa) production and management of the University's media archive;

ab) performing the functions of the University's press-speaker;

ac) responding to correspondence received in the Department within the scope of competence;

2. The television in the unit ensures:

a) coverage of current activities and history of the University;

b) promoting various fields of science, inclusion of television resources in the scientific and educational process;

c) promotion of rapid integration of modern processes in the fields of science in the international space;

d) involving students in television activities in order to promote educational and educational-scientific activities of the University;

e) attraction of educational and educational-scientific (cognitive) programs, films and other products created by various local and world broadcasters;

f) creating a television archive;

g) practical training of students for further work in television broadcasting;

h) carrying out other activities permitted by the legislation and individual acts of the University in order to achieve the goals and objectives defined by the statute.

Article 6. Final Provisions

1. The regulations enter into force from the moment of their approval by the Representative Council (Senate) of the University.

2. The regulations become invalid in case of approval of new regulations and/or liquidation of the Department.