

## **Communication and Marketing Policy**


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**SUMMARY:** This document provides direction on the procedures of communication and to set the basic standards for effective communications and marketing.

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**APPROVAL PAGE**



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COMPILED BY: OLGA KHOZA  
CERTIFICATION MANAGER

**11 MAY 2019**  
DATE



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APPROVED BY: JAMES JORDAAN  
CHAIRMAN: SAATCA BOARD

**11 MAY 2019**  
DATE

## AMENDMENT HISTORY

Doc Revision	Approved Date	Amendments	Doc change No.	Conformance
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## **1. Purpose and scope**

The purpose of this policy is to provide direction on the procedures of communication and to set the basic standards for effective communications and marketing.

The policy will include the following:

- a. Communication
- b. Marketing

## **2. Communication**

### **2.1 Introduction:**

SAATCA's Communications policy is a framework for all communications within all operations of the organisation. The policy establishes views on the purpose and importance of communication, the type, responsibilities and roles in the communication process, target groups and channels of communication.

### **2.2 Purpose:**

Effective communication is essential to the provision of SAATCA's high quality and customer focussed service. The purpose of the policy is to affirm and promote SAATCA's commitment to effective communication with all auditors, training course provider's stakeholders and focus groups within SADC and those on the African Continent.

### **2.3 Scope:**

The policy concerns communication with all SAATCA's clients, members and stakeholders throughout the African Continent with three pertinent strands namely;

- Informing.
- Consulting with and;
- Seeking information/ feedback.

It covers and is pertinent to:

- Electronic Communication.
- Media Communication.

## **2.4 Principles:**

SAATCA's approach to effective communication shall be underpinned by the following principles:

- Regular consultation.
- Receptive listening.
- Provision and disseminating accurate and appropriate information.
- Use of communication channels.
- Conformance with accessibility and usability principles and;

## **2.5 Electronic Communication:**

Because of the ever increasing need for faster and more effective communication to conduct official business more efficiently with SAATCA's client base, the SAATCA Board of Directors authorises the Chief Executive Officer/ Operations Manager (es), to disseminate information on their behalf with the relevant Chairpersons being copied thereof. (Chairpersons: Board Chairperson, Board appointed sub-committee Chairperson/s, Scheme Committee Chairpersons and Board Advisors/ Legal Representative).

Electronic communication distributed by relevant Chairpersons shall be copied to the Chief Executive Officer/ Operations Manager for both information and record purpose.

Day to day administrative communications shall be at the sole discretion and execution of the Chief Executive Officer/ Operations Manager (es).

All persons disseminating information on behalf of SAATCA shall take cognisance of its legal and content correctness prior to disseminating such information.

No person other than the aforementioned may disseminate any official information without the approval of the Board of Directors.

Text messaging and voice messaging shall not be construed as official communication.

The Board of Directors may at their discretion rescind any of the aforementioned should it be deemed to be in the best interest of SAATCA.

## **2.6 Media Communication:**

Media communication comprises screen, radio and print media shall include media press releases, media interviews media advertising with the following being adhered to:

- a. All requests for media communication shall be submitted through the office of the Chief Executive Officer/ Operations Manager (es) to the Director Marketing for evaluation/ comment and submitted to the Board of Directors for ratification. First drafts of communications with the media shall be prepared by the Chief Executive Officer/ Operations Manager (es) who shall collaborate with the Director Marketing on final copy before distribution to the SAATCA Board of Directors for ratification. Any enquiries regarding media contacts or coverage shall be directed through the Chief Executive Officer/ Operations Manager (es) to the Director Marketing. Written communications with the media must conform to press style and accepted journalistic standards.
- b. The Chief Executive Officer/ Operations Manager (es) shall collaborate with the Director Marketing as a first step in planning all news conferences, special events and or other events where media coverage is desired.
- c. All media advertising to be paid for by SAATCA shall be prepared by the Chief Executive Officer/ Operations Manager (es) and approved/ not approved by the Director Marketing upon circulation to the SAATCA Board of Directors.
- d. No person shall divulge any information to the media without the express permission of the SAATCA Board of Directors.
- e. All media releases and other written media interventions shall be produced and distributed in English unless approved otherwise by the SAATCA Board of Directors for the demographics of a specific ethnic group or country.

- f. A signed copy of the approved media release by the SAATCA Board Chairperson shall be kept for record purpose by the SAATCA office.
- g. A copy of all media releases shall be placed on the SAATCA website as soon as reasonably practicable upon release thereof. This shall be carried out under the auspices of the Chief Executive Officer/ Operations Manager (es).
- h. All approved media releases shall include the name and contact details of the authorized SAATCA spokesperson/ representative.
- i. All persons disseminating information on behalf of SAATCA shall take cognisance of its legal and content correctness prior to disseminating such information.
- j. The Board of Directors may at their discretion rescind or amend any of the aforementioned should it deemed to be in the best interest of SAATCA.

### **3 Marketing**

#### **3.1 Introduction**

SAATCA's marketing policy is a framework to promote SAATCA within the SADC region and wider African and global context within the sphere of auditor training and certification.

#### **3.2 Purpose:**

The purpose of the policy is to market and enhance:

- a. Public, governmental, parastatal and industry awareness and participation.
- b. Auditor registration.
- c. Regional (SADC) auditor expansion.
- d. Continental (African) auditor expansion.
- e. SAATCA registered auditors for auditing with prioritization of the SADC region



### **3.3 Key Focus Areas:**

The focus to enhance marketing activities is as follows:

- a. Membership.
- b. Publications.
- c. Exhibitions.
- d. Annual Conference.
- e. Scheme committee participation.

### **3.4 Marketing Strategy:**

The Director Marketing shall in collaboration with the Chief Executive Officer/ Operations Manager (es) complete a market review to assess SAATCA's existing marketing strategy, upon which a market strategy that is achievable, measurable and in line with SAATCA's business practices shall be compiled and submitted to the Board of Directors for ratification.

This shall include a target market strategy to ensure that the SAATCA brand is positioned correctly and is aimed at the correct target audience.

The Director Marketing shall in collaboration with the Chief Executive Officer/ Certification Manager (es) shall be responsible for the implementation of the approved marketing strategy.

All marketing campaigns shall be based on the approved marketing strategy.

No marketing costs or obligations will be committed prior to the written approval of the SAATCA Board of Directors.

### **3.5 Content:**

The Director Marketing shall in collaboration with the Chief Executive Officer/ Operations Manager (es) ensure that the content of marketing campaigns are consistent to the policy and that designs and presentations reflect positively and professionally on the SAATCA branding.

Information should be based on accurate and verifiable facts.

All marketing material and other written interventions shall be produced and distributed in plain clear English unless approved otherwise by the SAATCA Board of Directors for the demographics of a specific ethnic group or country on the African Continent.

Marketing material shall be presented in a manner that reflects the following:

- a. Economic use of words at a level that the intended audience can understand.
- b. Visually and appealing design.
- c. An easy to read document.

Print and web publications shall bear the official SAATCA logo and be prepared by the Chief Executive Officer/ Operations Manager (es) for submission to the Director Marketing for scrutiny and comment prior to circulating it to the SAATCA Board of Directors for ratification. Application of the SAATCA logo shall be used in accordance with the SAATCA rules and regulations for the use of the logo. (SF 48)

### **3.6 Exhibitions and trade shows:**

Exhibits and display material must comply with SAATCA's corporate identity and be of the highest possible standard in terms of format and presentation.

The Director Marketing shall in collaboration with the Chief Executive Officer/ Operations Manager (es) is responsible for conformance of exhibits and display material.

### **3.7 Sponsorship:**

Sponsorships agreements shall be in writing. Sponsorship agreements shall not be conflict with SAATCA's core business and shall not expose SAATCA to any liability nor compromise its independence, reputation, public image or integrity.

Terms and conditions for sponsorship should be precise and should address the following:

- Identify all parties to the sponsorship.
- Specify the exact nature and value of the sponsorship.
- Specify the payment terms.
- Specify the length of the sponsorship agreement, options or conditions for renewal.

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- Describe the purpose of the sponsorship.
  - Specify in detail both parties rights and obligations.
  - The sponsorship agreement shall indicate where and how the sponsor's corporate identity shall be used in relation to the SAATCA's identity.

### **3.8 Misrepresentation:**

The use of SAATCA name, brand, logo, trade and service marks is not allowed without written permission and approval having been obtained, the absence of such permission is considered to be misrepresentation of SAATCA. Before any persons/companies use the SAATCA name or brand/logo as a trademark, service mark on any written communication or documentation, such approval must be obtained in writing. Such persons/companies will include SAATCA Suppliers and other interest groups. Members, Training Course Providers and Registered Auditors use of the SAATCA logo and trademark is covered in SF 48 (Regulations Governing the Use of SAATCA logo/trademark). To obtain approval for SAATCA name and/or logo, trademark or service mark usage, contact the SAATCA Chief Operations Officer/Operations Manager for written approval. A motivation inclusive of the purpose, intended use, scope and target audience for which such SAATCA representation is requested, must be provided before approval, where applicable, is granted. Previous SAATCA representation on any SAATCA structures, committees and SAATCA joint ventures/projects terminates upon completion of project deliverables and or completion of tenure ship.