COMMUNICATION POLICY

November 2018

1. Purpose

SMG considers communication within the organisation and with external agencies as fundamental for the effective functioning of the organisation and growth. SMG is committed to promote and open different channels of communication to the members of staff.
This Policy outlines the responsibilities of all staff and students in maintaining good communication practice, the main communication channels available to staff and how they might be used to be effective.

2. Principles

The guiding principles of this Policy are:

- To ensure staff are fully informed of all relevant activity, to enable them to be as effective as possible in their role and to support the strategic direction of the organisation.
- To ensure all staff are aware of their responsibility for maintaining good communication practice.
- To provide easy access to essential, useful and engaging information for staff.
- To provide effective methods of communicating during a serious incident.

3. Responsibilities

This section details the responsibilities of all staff, and of particular groups, in communicating effectively within the organisation.

3.1 Senior management team

- To ensure information is made available to all staff in a timely manner and via appropriate channels.
- To ensure managers have the relevant information available to communicate

with their staff effectively.

- To maintain open channels of two-way communication and to listen to feedback and comment from all staff.

3.2 Associate

- To communicate regularly with their teams, preferably face to face, to ensure information is available and understood within the context of the department and working environment.
- To ensure they and their staff are maintaining good communication practice in accordance with this Policy.
- To maintain open channels of two-way communication, to listen to feedback and comment and to keep senior managers informed.

3.3 All staff

- To ensure they are informed and have access to information in order to be as effective as possible in their role.
- To ensure they are maintaining good communication practice in accordance

with this Policy.

- To use open channels of two-way communication to keep line managers and colleagues informed.
- To communicate with colleagues across the Institute where necessary.

- To communicate with students providing them with up to date information and any changes in the already conveyed information.

3.4 Head of department

- To maintain this Policy.

- To ensure all the electronic forms of communication channels are up to date and capable of delivering information in time
- To upgrade IT infrastructure to support new forms of communication channels
- To offer guidance to any user of the information in maintaining good communication practice in accordance with this Policy and to use the information delivery equipment

4.1 General Information

This is information that all staff will benefit from and can be generated by the management team. Such information may be news items, useful advice or notices of planned maintenance and is the responsibility of the Head of department to disseminate.

4.3 Serious incidents

During a serious incident, the Health & Safety Manager will be responsible for all communication and will advise relevant staff should assistance in communicating be required.

5. Communication channels

Here is a summary of the primary and secondary channels available to

staff when communicating information in the above categories:

5.1 Primary channels

5.1.1 Face-to-face communication

Communicating in person with staff is considered to be the most beneficial method of ensuring information and knowledge are shared. The conversational nature allows for greater understanding of the context of the message and encourages reflection, questioning and feedback.

5.1.2 Email

Email is one of the most common methods of communicating within the business. Every member of staff has an SMG email account. This account will be used as the primary account for communication with staff.

5.1.3 BITE Website

The SMG website contains company information policies etc and links to useful information for all staff.

5.2.1 Notice boards

There are many notice boards in the head office used for displaying information for staff.

5.2.2 Printed material

Any member of staff wishing to produce any printed material is required to contact HR Department to arrange the information in presentable form. Any cost incurred regarding the information will have to be approved by Finance Department.

5.2.3 Social media and external websites

SMG has accounts on Facebook which supplements the preferred list of channels with which to communicate with staff. However, these channels should only be used as secondary sources of information.