



# Marketing Working Group

## Terms of Reference

Owner	HE Office
Version Number	1.0
Effective Date	Sep 2022
Date to Be Reviewed	Feb 2026

# Higher Education Marketing Working Group

## Terms of Reference

### Context

To meet on a regular determined cycle to plan and monitor all activity relating to marketing of Higher Education (HE) programmes delivered by Middlesbrough College.

### Membership:

Director of Higher Education  
Executive Director Marketing and Communications  
Higher Education Quality, Data, and Policy Manager  
Higher Education Quality, Access, and Participation Manager  
Higher Education Student Representative(s)  
Other members co-opted as appropriate

### Remit

1. To propose terms of reference to be submitted to the Academic Board (AB) for ratification.
2. To review issues of concern raised by HE students relating to the marketing of Higher Education (HE) programmes delivered by Middlesbrough College.
3. To discuss student recruitment data/patterns and plan for future recruitment.
4. To evaluate and develop the College HE Marketing Plan and HE Guide.
5. To ensure the accuracy of information on Middlesbrough College HE provision available in the public domain.

### Reporting

The Director of Higher Education will provide a monthly update on actions and progress to AB. The minutes of the Working Group will be submitted to the AB for consideration and approval.

The minutes will be circulated to the student body via the HE Student Representative network.

### How will it operate:

1. The meeting will be chaired by the Director of Higher Education.
2. All members of the team will address business through the Chair and accept the operational discipline of the process with trust, respect and evidence-based decision making.
3. The minutes will be written with an action column with individuals to 'act' by their initials. At the subsequent meeting, matters arising from the last meeting will cover these action points only.
4. All agenda items will be received by the HE Administration and Data Controller. Agenda papers will be distributed to all members prior to the meeting.
5. The agenda for the meeting shall be approved by the Chair. "Any Other Business" should be kept to a minimum and agreed with the Chair before the meeting.

6. The Chair will from time to time request members of the team to form task and finish groups and bring back recommendations. These should be supported by a brief report.

### **Frequency of meetings**

The Working Group will meet on dates tbc in September, November, January, March, April and July.

Revision History		
Version	Date	Detail
1.0	September 2022	