

Regulation of the Public Relations Service of the Limited Liability Company, Tbilisi Humanitarian Educational University

Article 1. General Provisions

1. The present regulation of the Public Relations Service of the Limited Liability Company Tbilisi Humanitarian Educational University (hereinafter referred to as the "University") defines the main goals and functions of the service, the duties, responsibilities of the service manager, and other related aspects.
2. The service operates in accordance with the legislation of Georgia, the University's internal normative documents, and the present regulation.

Article 2. Structure of the Service

1. The service is a structural unit of the University and is accountable to the Rector and Vice-Rector of the University.
2. The service is managed by the Public Relations Manager.
3. The Public Relations Manager is appointed and dismissed from the position by the Rector through a competitive or direct contractual procedure based on a Rector's order.
4. In the absence of the Public Relations Manager (vacation, business trip, illness), the duties of the manager are fulfilled by an individual appointed by the Rector's order.

Article 3. Functions of the Service

The functions of the service are as follows:

1. To develop and implement the public relations strategy in accordance with the University's strategy and ongoing/planned activities.
2. To promote the University, develop and implement a communication plan for public relations, and manage relations with the public.
3. To create an effective system for providing information about the University, ensuring maximum dissemination of information about the University to the public.
4. To ensure maximum transparency and accessibility of information regarding the University's educational activities, planned events, projects, and other relevant matters for interested stakeholders.
5. To establish and maintain relationships with educational and scientific institutions both within Georgia and abroad, government structures, non-governmental organizations, and other public organizations, as well as to implement joint projects.
6. To establish business contacts with media representatives and provide them with information about the University and ongoing projects.
7. Disseminating information via social media platforms.
8. Preparing information for publication on the University's website and ensuring public access to public information.
9. Ensuring internal communication among students within the University.

10. Organizing press conferences, briefings, interviews, seminars, training sessions, etc.
11. Organizing meetings for the press and other interested parties.
12. Preparing and distributing informational materials (brochures, other printed materials) depicting the activities of the University.
13. Making official statements and announcements on behalf of the University.
14. Planning and organizing meetings between representatives of the public and the Rector of the University, as well as other representatives.
15. Implementing other activities that aim to strengthen and promote the University's connections.

Article 4. Functions of the Public Relations Manager

The functions of the Public Relations Manager are as follows:

1. Leading and managing the activities of the service.
2. Being responsible for the fulfillment of the functions and tasks assigned to the service.
3. Allocating functions among the staff of the service, providing them with relevant instructions and tasks.
4. Periodically receiving reports from the service staff about the work they have completed.
5. Reviewing documents prepared within the service within the scope of the manager's competencies.
6. Submitting reports on the activities of the service to the University Rector.
7. Providing recommendations to the Rector regarding the internal structure of the service, the number of staff, the organization of work, improving the qualification and retraining of service employees, as well as promoting or imposing disciplinary actions on employees.
8. Representing the service in interactions with third parties.
9. Planning marketing campaigns aimed at student recruitment.
10. Delivering information about the University to targeted groups via communication channels, website, social media, and print media.
11. Developing the action plan of the service.
12. Coordinating creative work with advertising companies to develop advertising concepts, brochures, leaflets, and other materials.
13. Conducting marketing research for the future planning of the service's activities.
14. Supporting student unions in the organization of events.
15. Facilitating the establishment of relations with public and non-governmental organizations to engage students in various projects.
16. Ensuring effective interaction with mass media.
17. Organizing events to manage the University's brand and improve its image.
18. Organizing participation in educational exhibitions and events.
19. Managing the website and ensuring content placement.
20. Preparing the annual summary report of the service's activities and submitting it to the Rector.
21. Implementing other functions and tasks in accordance with the legislation, the University's regulations, and internal legal acts within the scope of competence.

Article 5. Concluding Provisions

1. This regulation shall come into force after being approved by the Academic Council.

2. Upon the entry into force of this regulation, the previous regulation/rules governing the Public Relations Service of the University shall become null and void.
3. The Public Relations Manager must familiarize themselves with this regulation and fulfill its requirements. The administration is obliged to provide them with the opportunity to review the regulation at any time.
4. The initiator of changes and amendments to this regulation may be the Rector, the Head of Administration, the Public Relations Manager, or the Head of the Legal Service.
5. The approval of this regulation, as well as any amendments and changes, is done through the Academic Council's decision, based on the submission of the Public Relations Service.
6. If any article/provision of this regulation is declared invalid, it does not affect the validity of the other articles/provisions of the regulation.
7. Any issue not addressed by this regulation or other applicable regulations of the University will be regulated by the legislation of Georgia.
8. This regulation will lose its validity upon the approval of a new regulation for the Public Relations Service.
9. The reorganization or liquidation of the service shall be carried out by making appropriate amendments to the University's regulation, in accordance with Georgian legislation.