
	Regulation on the organization and operation of the Public Relations and Image Promotion Service at the Technical University of Moldova.	Code: REG-0-OFSRPPI
		Edition 1
		Revision 0

**APPROVED AT THE TUM SENATE MEETING
ON 31.01.2017, PROTOCOL NO. 5**

REGULATION **ON THE ORGANIZATION AND** **OPERATION OF THE** **PUBLIC RELATIONS AND** **IMAGE PROMOTION SERVICE** **AT THE TECHNICAL** **UNIVERSITY OF MOLDOVA.**


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I. GENERAL PROVISIONS


1. The Regulation on the Organization and Operation of the Public Relations and Image Promotion Service within the Technical University of Moldova (hereinafter referred to as TUM) establishes the mission, core functions, duties, rights, and responsibilities of the Service, as well as the organization of its activities.
2. The Public Relations and Image Promotion Service is a university subdivision, established based on the TUM Rector's Order No. 413-r on 30.06.2016.
3. The normative acts that form the basis of internal and external communication are:
 - The Constitution of the Republic of Moldova;
 - The Education Code of the Republic of Moldova;
 - Law No. 64 from 23.04.2010 on the freedom of expression;
 - Law No. 1227 from 27.06.1997 on advertising;
 - The Press Law No. 243-XIII from 26.10.1994;
 - TUM charter;
 - The Rector's Orders and Provisions;
 - This Regulation.

II. The mission, key functions, responsibilities, rights, and duties.

4. The mission of the Service is to promote the University's image in society through a continuous, accurate, and transparent communication process regarding its activities, programs, and educational, scientific, and research events.
5. In order to fulfill its mission, the Service performs the following core functions:
 - develops and implements the Communication and Image promotion Strategy of TUM ;
 - develops and implements the Media Relations Establishment and Development Strategy.
 - coordinates the activities of the 'University Messenger' newspaper.
6. To carry out its functions, the Service has the following duties:
 - a) in the area of implementing the Communication and Image Promotion Strategy of TUM:
 - organizes the process of implementing the internal and external communication strategy, which involves creating materials, actions, and events that position the University as a socially-responsible and engaged institution;
 - carries out information campaigns regarding the University's activities and initiatives, and creates their visual identity;

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- presents proposals to university structures for updating and optimizing the content of the official website and coordinates the materials developed by them;
 - develops and maintains online communication channels (social media, blogs, forums, live broadcasts);
 - proposes the development of informational and promotional materials as outlined in the Internal and External Communication Strategy (brochures, posters, leaflets, etc.) to the university subdivisions, refines them, duplicates, and sends them for distribution;
 - coordinates communication activities in the scientific field;
 - coordinates the involvement of university departments in organizing ceremonial events with a scientific and cultural profile, dedicated to students, in order to promote the institution's image;
 - initiates and develops cooperation and partnership relationships with public authorities, educational institutions, embassies, media organizations, non-governmental organizations, private companies, and other national and international institutions, in order to fulfill the University's mission;
- b) in the field of implementing the strategy for establishing and developing relationships with the media:
- identifies topics of interest within the institution and invites media representatives to events;
 - prepares/sends press articles, announcements, invitations, press releases, etc.;
 - accredits journalists for various events organized within the University;
 - organizes press conferences, briefings, and meetings between the academic community – faculty, researchers, students, and master's students – and the media representatives.
 - monitors media coverage of the activities carried out within the University;
 - creates and manages the database regarding TUM in the mass media;
 - organizes the annual journalists' competition for the best media coverage of TUM and compiles the results on New Year's Eve;
 - notifies the TUM leadership about any act identified that could harm the institution's image;
- c) in the field of coordinating the activity of the 'University Messenger' newspaper, propose the editorial team's participation in events organized and held by TUM or in partnership with other institutions/organizations; the academic activities of the faculties, departments, and renowned professors; the conferences of faculty members and students; the implementation of reforms in higher education; collaboration visits from various

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delegations of universities and European and international institutions with a focus on education and TUM's integration into modern Western higher education;

- d) in the field of coordinating the activity of the journal 'Engineering Meridian', propose the publication of scientific and educational articles regarding the results of TUM researchers.

7. The Service is responsible for:

- ✓ ensuring compliance with the provisions of the relevant legislation and all acts concerning the University's internal and external communication activities;
- ✓ monitoring the accurate and ongoing communication of TUM's activities, results, initiatives, and other actions;
- ✓ managing communication crises and responding swiftly;
- ✓ ensuring the confidentiality of information as the holder and provider of data from received documents, within the limits of their abilities;
- ✓ requesting the necessary support from TUM subdivisions in preparing speeches, presentations, press conferences, interviews, and other activities;
- ✓ presenting, within the established deadlines, the materials, reports, and other information requested by the rector.

8. The Service has the following rights:


- to participate in internal meetings and gatherings;
- to request, within the established deadlines, the necessary information and materials from TUM subdivisions for the fulfillment of job duties;
- to submit proposals and ideas aimed at enhancing the activities of both the Service and the University as a whole;
- to engage in knowledge exchange and participate in training activities, roundtables, conferences, and seminars in the field, both nationally and internationally.

III. Organizing the Activity of the TUM Subdivision

9. The activity of the Service is led by the head of the Service, who is appointed and dismissed by the University Rector.

10. According to the staffing charts approved by the Rector's order, the Service is comprised of the following subdivisions:

- Marketing and Image Section;
- Protocol and Public Relations Office
- Newspaper "University Messenger"

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IV. FINAL PROVISIONS

- 11.** The present Regulation is brought to the attention of the employees of the Public Relations and Image Promotion Service, and they are required to be aware of, comply with, and apply the current legal provisions as well as the provisions of this Regulation.
- 12.** The Regulation regarding the organization and functioning of the Public Relations and Image Promotion Service will be updated whenever changes occur in the legal provisions on which it was based.
- 13.** This Regulation comes into effect on the date it is approved by the TUM Senate.