

ახალი უმაღლესი სასწავლებელი
ნიუნი



NEW HIGHER EDUCATION INSTITUTE
NEWUNI

REGULATION OF THE PUBLIC RELATIONS DEPARTMENT

ახალი უმაღლესი სასწავლებელი – „ნიუნი“

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Article 1. General Provisions

1. Public Relations Department of the New Higher Education Institute - NewUni (hereinafter - the institution) is a structural unit of the institution.
2. The department operates in connection with other structural units of the institution and conducts its activities in accordance with the legislation of Georgia, the institution's internal regulations, and these provisions.
3. The department, within its competence, is accountable to the rector of the institution and the academic council and performs the duties assigned to it by the rector and the academic council in accordance with the law.

Article 2. Scope of Activities, Main Objectives, and Functions of the Department

1. The department's action plans are based on the university's charter, the main directions of the university's strategic development, and the specific assignments of the rector and academic council.
2. The tasks of the department:
 - a) To ensure the promotion of the university's activities;
 - b) To ensure the publicity of academic and scientific processes, as well as planned or implemented events;
 - c) To ensure the publicity and accessibility of the rector's and academic council's decisions, orders, and other administrative-legal acts to interested parties.
3. The functions of the department:
 - a) To analyze the available resources and opportunities at the university and study the educational market with the involvement of relevant structural units;
 - b) To implement marketing activities, in close cooperation with the university's relevant structural units/faculties, for the purpose of attracting students;
 - c) To systematically study and identify potential risks in the market;
 - d) To maintain relations with organizations, educational institutions, NGOs, and various public organizations, and implement joint projects;
 - e) To promote the university's activities, considering its strategic goals and objectives;
 - f) To plan and ensure the implementation of various events aimed at increasing the university's visibility;
 - g) To ensure public awareness of the university's projects, current events, and innovations;
 - h) To evaluate completed projects and plan further activities based on the results;
 - i) To ensure the informational and communicational functions of the university's

website through coordinated work with other personnel/structural units;
j) To ensure the preparation of the university's promotional materials.

Article 3. Department Structure

1. The department is a structural unit of the university. It is headed by the head of the department, who is accountable to the rector of the university and the academic council.
2. The head of the department is appointed and dismissed by the rector of the university.
3. The head of the department:
 - 3.1. Manages and directs the activities of the department;
 - 3.2. Plans and carries out the main tasks related to public relations and media communication;
 - 3.3. In order to distribute complete information about university life, plans and organizes press conferences, distributes press releases, and provides information to interested parties;
 - 3.4. Plans long-term media campaigns.

Article 4. Final Provisions

1. The termination of the department's regulations, as well as the introduction of amendments and additions, shall be carried out in accordance with the university's charter and the procedures established by Georgian legislation.
2. The reorganization or liquidation of the departments shall be carried out in accordance with the procedures established by the current legislation of Georgia.