

## SCHEDULE 13 – MARKETING DELEGATIONS

The following authorities and powers are conferred by the Council of Charles Sturt University on the officers or bodies specified in this Schedule in accordance with section 20 of the [Charles Sturt University Act 1989](#) and subject to the [Delegations and Authorisations Policy](#).

DR MICHELE ALLAN  
CHANCELLOR

No	Category	Function	Delegate	Special Condition(s) (additional to those specified in the relevant Rule, policy or procedure governing the delegation)	References
MKT1 .	<b>University Logo</b>	AUTHORITY to approve the use of the University logo.	Executive Director, Marketing and Communication  University Secretary and Director, Governance and Corporate Affairs  Manager Content and Communications	Designated Content and Communications Officers who have undertaken appropriate and current training.	<a href="#">Brand Governance Policy</a>
MKT1A .		AUTHORITY to create sub-brand logos or other elements.	Executive Director, Marketing and Communication  University Secretary and Director, Governance and Corporate Affairs	Where deemed necessary and in accordance with the Policy.	<a href="#">Brand Governance Policy</a>
MKT2 .	<b>External Logo</b>	AUTHORITY to approve the use of external logos in conjunction with CSU logo.	Executive Director, Marketing and Communication  University Secretary and Director, Governance and Corporate Affairs  Manager Content and Communications		

<b>No</b>	<b>Category</b>	<b>Function</b>	<b>Delegate</b>	<b>Special Condition(s)</b> (additional to those specified in the relevant Rule, policy or procedure governing the delegation)	<b>References</b>
MKT3 .	<b>Advertising Agency</b>	AUTHORITY to approve the appointment of a new agency.	Executive Director, Marketing and Communication  Senior Manager, Strategic Development		
MKT4 .	<b>Advertising</b>	AUTHORITY to approve new ads/ad campaigns.	Executive Director, Marketing and Communication  Senior Manager, Strategic Development		
MKT4A .		AUTHORITY to approve new course-specific faculty advertising.	Senior Manager, Strategic Development  Advertising Officer, following sign-off from Budget Centre Manager	Input may be requested from Faculty Marketing Officer. Sign off from Budget Centre Manager by way of completed Advertising Booking Form.	
MKT4B .		AUTHORITY to approve non-faculty based advertising.	Advertising Officer, following sign-off from Budget Centre Manager	Sign off from Budget Centre Manager by way of completed Advertising Booking Form. Examples include Expressions Of Interest, Public Lectures and some Divisional advertising (HR exempt).	
MKT5 .	<b>Marketing Publications</b>	AUTHORITY to approve creation of new marketing materials.	Executive Director, Marketing and Communication  Senior Manager, Strategic Development  Manager Content and Communication		

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MKT5A.		AUTHORITY to approve course promotional materials and content (booklets, flyers).	Executive Director, Marketing and Communication  Manager Content and Communication	Annual suite of course promotional materials. Content approval following consultation with Faculty Courses Manager and relevant Divisions.	
MKT5B.		AUTHORITY to approve marketing designated materials.	Executive Director, Marketing and Communication	Including course, and general university promotional brochures, flyers, merchandising and other collateral as required. Content approval following consultation with Faculty Courses Manager for Faculties and relevant Divisions.	
MKT6.	<b>University Websites</b>	Repealed			Delegation granting authority to approve new websites included at IT29, Schedule 11 – IT Delegations
MKT6A.		AUTHORITY to approve course information in online course brochures.	Manager Content and Communication	Online course brochure content provided by Faculties in consultation with Faculty Courses Managers and relevant Divisions.	
MKT6B.		AUTHORITY to approve changes to the Future Students Hub look and feel, functionality or navigation.	Executive Director, Marketing and Communication in consultation with the Senior Manager, Web Strategy		<a href="#">Web Policy</a>

No	Category	Function	Delegate	Special Condition(s) (additional to those specified in the relevant Rule, policy or procedure governing the delegation)	References
MKT7.	<b>Promotional Events</b>	AUTHORITY to approve booking of promotional events for prospective students.	Executive Director, Marketing and Communication  Senior Manager Engagement  Manager Recruitment		
MKT7A.			Director, Inclusion and Indigenous Strategic Practice Leader  Head of School  Manager, Student Recruitment	For Indigenous specific events, following consultation with the Manager, Student Recruitment.  For course specific events following consultation with the Manager, Student Recruitment.  Targeted markets (e.g. MyDay).	
MKT8.	<b>Incoming Call</b>	AUTHORITY TO approve and update recorded telephony messages on the main University telephone numbers.	Senior Manager, Engagement		