

AP-010 Communications Policy	Rev No: 4	Issue Date 21/01/21	Written By: Charlie O'Donovan	Approved By: Colette Horgan
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PURPOSE

The purpose of this policy is to establish essential guidelines for both internal and external communications for the Chris Mee Group. It is important that we acknowledge the contribution of excellent communications in the success of our business. Poor communications can lead to problems such as business interruption, Human resources issues, commercial loss and more.

Internal communications are a two-way process. We outline here the minimum requirements for effective communications between our management and staff. External communications are also a two-way process. We outline here also how the company and employees within the company communicate with external stakeholders and others such as clients, customers, media and other business stakeholders.

SCOPE

This policy applies to all full-time, part-time, permanent and temporary individuals working for Chris Mee Group including employees and contractors (trainers, placements, consultants).

The Chris Mee Group shall consider diversity aspects (gender, language, culture literacy, disability etc.) when considering its communications needs.

This policy refers to all communications concerning the Company in whatever form, shared between Chris Mee Group company personnel and other parties described above.

Communications takes many forms including but not limited to written, verbal, digital, etc. All forms of communications methods are within the scope of this policy.

RESPONSIBILITY

Senior Management is responsible for the overall implementation this policy. Departmental Managers are responsible for both internal and external communications within their department. The HR Department is responsible for internal communications between management and staff.

Employees should assist management in the promotion of effective communication in the organisation. All employees are expected to communicate in a professional manner while representing the Company. In certain instances of external communication, full sign off by the Senior Management team is required.

POLICY

GENERAL POLICY STATEMENT:

The Chris Mee Group believes that excellent internal and external communications are essential in the successful operations of the Company. It is the policy of the Chris Mee Group to emphasise the importance of clear and accurate communications, both internal and external, to all stakeholders of the Company.

POLICY DETAILS

INTERNAL COMMUNICATIONS – MINIMUM REQUIREMENTS

- All managers are required to focus on good communication practices including mentoring of all employees on a continuous basis
- All managers must carry out on-going performance appraisals and agree annual targets with each employee at the beginning of each year; mid-year reviews must be carried out to ensure the effectiveness of the performance management system during the year.
- All managers should use various effective means of communication such as one on one meetings, team meeting, etc to ensure discussion and accurate dissemination of information to all employees.

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- Staff departmental meetings are required to be held at least monthly by each departmental manager.
- Town hall meetings will be organised twice yearly in Dublin and Cork to ensure that all staff receive a detailed business update. These meetings will be delivered by the Managing Director, the Finance Manager, the HR manager and other managers as appropriate.
- Internal newsletters may be issued to staff and all relevant stakeholders at a frequency to be agreed by the senior management team and should include, so far as is practicable, all relevant internal communications. The newsletter contents must be signed off by the senior management team.
- At least one Safety Representative is appointed in the Cork & Dublin offices to ensure safety consultation and two-way communications between management and staff is maintained at all times.
- Minutes from all safety committee meetings are to be retained for inspection for at least 3 years and are to be available to all staff on Zoho People.
- Internal communication in relation to the IMS (Integrated Management System) includes changes to processes, the Environmental Management System and the OH&S Management System as appropriate.
- The communication process is such that it enables employees to contribute to continual improvement of the ways of working in the organisation.
- The company will support a suggestion scheme and an EHSQ (Environmental, Health, Safety and Quality) Card Scheme for all staff. The EHSQ card allows the staff to identify any issues or suggested improvements in Environmental or Health and Safety or Quality functions.
- General updates in the Company will be communicated through Zoho People and or via group wide emails from the senior team.
- All group wide communications must be signed off by at least three senior managers or one senior manager and the MD.
- Minutes of meetings including Actions Required (or ARs) are usually maintained by the meeting organiser and are distributed to any meeting attendees and to anyone mentioned at the meeting.

EXTERNAL COMMUNICATIONS – MINIMUM REQUIREMENTS

- The company website is an important tool in how we communicate externally. The website provides a range of company information including company details, variety of services, contact details, news items and blogs. Our website is also an e-commerce platform, which allows customers to view upcoming courses, available dates and purchase these courses directly via our website.
- Social Media – the company Marketing department communicates with the public by using social media tools such as Facebook, Twitter and LinkedIn.
- The company engages in the following types of events during any year of business;- exhibitions, conferences, meetings and promotional material
- The staff are at liberty to send emails and to engage in phone calls as long as the content and delivery of such calls is professional and does not commit the company to any cost exposures without the written permission of at least one manager and depending on the value of the exposure.
- Client surveys are carried out by the marketing department on an annual basis. The current surveys must be sent to at least 50 clients covering all departments including CMSE Consultancy, CMSE Training, CMSE Recruitment, Carbon Action and SAFEWARE
- All communications intended for Media use (e.g. press releases) must be signed off by the Functional Area Owner (See FAM-001) and the Managing Director.
- External communications in relation to OH&S Management considers any and all legal requirements and implications.
- External communication in relation to the Environmental Management considers all legal compliance obligations.

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- External communication published in relation to programmes of education and training considers all legal compliance obligations including the requirements of that training and education Act 2012.
- Information available on our website includes: Whether the programme leads to an award, The name of the awarding body, The title of the award, Whether the award is recognised on the NFQ (including type and level), and whether Access, Transfer, Progression is applicable. Information on our quality assurance procedures is also accessible via the website.
- The company marketing team operate an editorial calendar in which all upcoming Blogs, News Articles, Flyers and promotions are planned and scheduled.
- Topics covered in Blogs, News Articles, Flyers and promotions include achievement of accreditations, new training courses on offer, legislation updates, client legal & compliance obligations.
- Remarketing emails. Reminder emails sent to clients in advance of their certification expiring reminding/prompting them to book appropriate refresher course
- PPC Targeted paid adverts. Scheduled and budgeted to reflect upcoming training using keywords & location targeting depending on course venue. Success rate monitored in analytics.
- Course review / feedback sent via emails sent to every course participant approx. 1 month after the completion of training.

REVISION FREQUENCY

This policy will be reviewed by the senior management team and revised when necessary in order to ensure its effectiveness in controlling business and legal risks. The frequency shall not exceed three (3) years in any case.

REVISION HISTORY

Rev	Date	Reason for Change	Author	Approver
0		New document released		
1	18/12/2017	Updated document to reflect new format, change of content to emphasise methods of communication	B Purcell	K Long
2	25/06/2018	Policy updated to include the additional communication processes in relation to ISO 14001:2015 and ISO 45001:2018.	B Purcell	K Long
3	11/09/2020	Policy updated to include reference to FAM-001 and management permissions required for internal and external communications	B Purcell	C Mee
4	21/01/2021	Policy updated to include additional bullet point related to communication of education and training, making reference to the 2012 Act. 5 subsequent bullet points added re marketing editorial calendar and public communications	Charlie O'Donovan	C Horgan



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