



NATIONAL EDUCATIONAL UNIVERSITY

Public Relations Service Regulations



Article 1. General Provisions

1.1. The Public Relations Service of the “NEU - National Educational University” (hereinafter referred to as the “University”) is a structural unit of the University, which ensures the development and strengthening of institutional relations;

1.2. The Service conducts its activities in accordance with the current legislation, subordinate normative acts, the University Regulations, the Personnel Management Rules and these Regulations.

Article 2. Management and Functions of the Service

2.1. The Service is managed by a head who is appointed and dismissed by the Rector of the University.

2.2. The Service may have a specialist who is appointed and dismissed by the Rector of the University.

2.3. The tasks of the Service are:

A. Establishing relations with the public and higher educational institutions, educational and scientific centers, cultural, sports, creative and other types of organizations, famous scientists and public figures;

B. Planning/holding university conferences and other important events;

C. Ensuring coordination of joint grant, scholarship and research projects on behalf of the university;

D. Ensuring the participation of the university in discussing social, cultural, environmental and socially important topics;

E. Promoting the university's activities inside and outside the country;

F. Participation in the budget formation.

2.4. Functions of the Head of the Service:

A. Holding university press conferences and briefings, preparing and publishing periodic press digests about the university's activities;

B. Co-participating in managing the structure and content of the official website with other structural units. Publishing acts adopted by the university's governing bodies (as necessary);

- C. Ensuring coordination of joint grant, scholarship and research projects on behalf of the university;
- D. Establishing business relations with the public and higher educational institutions, educational and scientific centers, cultural, sports, creative and other types of organizations and institutions, famous scientists and public figures;
- E. Ensuring participation in the discussion of social, cultural, environmental and socially important topics;
- F. Planning and organizing conferences and various types of events;
- G. Promoting cultural and creative activities at the university;
- H. Participation in the process of budget formation at the university.

2.5. The functions of the specialist are:

- A. Managing social networks. promoting the university's activities within the country using various types of advertising media and social networks.
- B. Responsibilities related to the administration of the official website:
 - Preparing the design of the official website and making changes to it;
 - Posting information on the official website;
 - Constant monitoring and updating of the official website;
 - Integration and optimization of social networks.
- C. Informing the public about important events, programs, projects, vacancies, competitions and other activities. Processing/preparing information about current processes, news and providing this information to the public in an appropriate form;
- D. Internal communication with the administration, students and professors;
- E. Combining and performing other functions of the service defined by the university regulations, service regulations, applicable legislation and legal acts of the university management bodies;
- F. Carrying out the instructions of the head of the same service;
- G. Performing preparatory work for conferences and various types of events.

Article 3. Transitional and Final Provisions

3.1. This Regulation is approved by the University Senate;

3.2. This University Regulation shall enter into force upon signing;

3.3. The adoption, cancellation, amendments and supplements to the Regulation shall be carried out by the Senate;

3.4. This Regulation shall cease to be valid in the event of the approval of a new Regulation.