



# Marketing & Communications Department Service Level Agreement (SLA)

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Marketing and Communications Manager

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# The Marketing & Communications Department Service Level Agreement (SLA)

**Revised Date: 29 October 2019**

<b>Document Owner:</b> <i>Marketing &amp; Communications Manager</i>
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## Version

Version	Date	Description	Author
1.0	01/07/16	Service Level Agreement	Mike James – Marketing & Communications Manager
1.1	01/04/19	Service Level Agreement Revised	Alison Gilbody – Head of Strategic Relationships & Major Giving
1.2	29/10/19	Services covered added to	Mike James – Marketing & Communications Manager

## Approval

*(By signing below, all Approvers agree to all terms and conditions outlined in this Agreement.)*

Approvers	Role	Signed	Approval Date
Normandie Wragg	Chief Executive		
Jo Henney	Chief Compliance Officer		
Alison Gilbody	Head of Strategic Relationships & Major Giving		

## 1. Agreement Overview

This Agreement represents a Service Level Agreement ("SLA" or "Agreement") between *The Marketing & Communications Department* and *Nugent staff and services* for the provisioning of marketing & communication services required to support and sustain the *department or service*.

This agreement remains valid until superseded by a revised agreement mutually agreed by the stakeholders.

This agreement outlines the parameters of all of the Marketing & Communications Department services covered as they are mutually understood by the primary stakeholders. This document does not cover all the work and services provided by the Marketing & Communications Department and is confined to those that interface with the services for which it provides support.

## 2. Goals & Objectives

The **purpose** of this Agreement is to ensure that the proper elements and commitments are in place to provide consistent provision of marketing & communications services support and delivery to the Customer(s) by the Finance department.

The **goal** of this Agreement is to obtain mutual agreement for marketing and communications services provision between the Marketing & Communications Department and Customers.

The **objectives** of this Agreement are to:

- Provide clear reference to service ownership, accountability, roles and/or responsibilities.
- Present a clear, concise and measurable description of service provision to the customer.
- Match perceptions of expected service provision with actual service support & delivery.

## 3. Stakeholders

The following Marketing & Communications department and Customers will be used as the basis of the Agreement and represent the **primary stakeholders** associated with this SLA:

**Marketing & Communications Department:** ("Provider")

**Nugent central office departments and front line services:** ("Customer")

## 4. Periodic Review

This Agreement is valid from the **Effective Date** outlined herein and is valid until further notice. This Agreement should be reviewed at a minimum once per fiscal year; however, in lieu of a review during any period specified, the current Agreement will remain in effect.

The **Marketing & Communications Manager** ("Document Owner") is responsible for facilitating regular reviews of this document. Contents of this document may be amended as required, provided mutual agreement is obtained from the primary stakeholders and communicated to all affected parties. The Document Owner will

incorporate all subsequent revisions and obtain mutual agreements / approvals as required.

**Marketing & Communications Manager:** *Mike James*

**Review Period:** Yearly

**Previous Review Date:** N/A

**Next Review Date:** April 2020

## 5. Service Agreement

The following detailed service parameters are the responsibility of the Service Provider in the ongoing support of this Agreement.

### 5.1. Service Scope

The Marketing & Communications Department's purpose is to ensure all service providers have relevant, appropriate and up to date marketing tools in place for promoting their work, to ensure branded stationary is up to date and to promote the service centrally wherever possible.

It also includes proactive positive communications for Nugent's events and activities.

**For crisis management and media handing please refer to the Media Handling and Crisis Management Guidelines. A separate Social Media Policy was developed in December 2018, which also provides guidance on staff's own use of social media.**

The following Services are covered by this Agreement; (\*this is not and exhaustive list)

Website pages, case studies and news
Social Media updates and posts
Email newsletters
i-accord staff news
Public Relations for events, news, including press releases where appropriate.
Print - Posters and leaflets etc
Information Pack for prospective service users etc
Newsletters
Infographics for use in reports
T Shirts for events
Presentation Aids

Signage at site
Photography and video production (this may be contracted out)
Service Map – generic print
Clothing/ID where required
Annual Reports
Induction Packs
Training tools – presentation slides etc
Training in social media etc
Sponsor Forms
certificates
Letterheads
Campaigns for capacity improvement/profile raising
Any other requirements to be discussed

## 5.2. Customer Requirements

**Customer** responsibilities and/or requirements in support of this Agreement include:

- Request work from the department within the outlined time scales to allow for an efficient and quality service.
- Ensure the correct, proofed and approved content is sent with any requests.
- Ensure final sign off is completed by the relevant managers, on time.

## 5.3. Service Provider Requirements

**Service Provider** responsibilities and/or requirements in support of this Agreement include:

- Deliver completed work to the time scales outlined
- Ensure high quality is achieved at all times
- Ensure that work is approved by the ‘customer’ before final sign off

## 5.4. Service Assumptions

Assumptions related to in-scope services and/or components include:

- Changes to services will be communicated and documented to all stakeholders.
- The SLA will be available to all.

## 6. Service Management

Effective support of in-scope services is a result of maintaining consistent service levels. The following sections provide relevant details on service availability, monitoring of in-scope services and related components.

## 6.1. Service Availability

Coverage parameters specific to the service(s) covered in this Agreement are as follows:

- Telephone support : 9:00 A.M. to 4:00 P.M. Monday – Friday (with the exception of regulatory inspections)
- Email support: Monitored 9:00 A.M. to 4:00 P.M. Monday – Friday (with the exception of regulatory inspections)
- Emails received outside of office hours will be collected, however no action can be guaranteed until the next working day
- Onsite assistance guaranteed within 72 hours during the business week (with the exception of regulatory inspections)

### 6.1.1 Regulatory Inspections

Regulatory Inspections are a key priority for all support services. Regulatory Inspections may not always occur during normal office hours, and it is expected that during these infrequent inspections that support is provided wherever possible to the site whilst the inspector is still on premises unless excused by a senior manager.

## 6.2. Service Requests

In support of services outlined in this Agreement, the Service Provider will respond to Marketing & Communications related incidents and/or requests submitted by the Customer within the following time frames:

- 0-1 Hour during Regulatory Inspection for issues classified as **Maximum** priority.
- 0-8 hours (during business hours) for issues classified as **High** priority.
- Within 48 hours for issues classified as **Medium** priority.
- Within 5 working days for issues classified as **Low** priority.
- Remote assistance will be provided in-line with the above timescales dependent on the priority of the support request.