

12.1	REPRESENTING THE ORGANISATION
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Applies to: Staff, Management Committee
Specific responsibility: HECIS Co-Ordinator

Version: 1
Date approved: 5.8.14
Next review date: Aug 21

Policy context: This policy relates to	
Standards or other external requirements	
Legislation or other requirements	
Contractual obligations	

POLICY STATEMENT

How HECIS is viewed and regarded by others will impact on the organisation's ability to seek support, be an effective advocate and conduct other aspects of its business. It is the responsibility of all staff and Management Committee members to ensure that HECIS maintains a positive image.

HECIS requires that all staff and Management Committee members conduct themselves appropriately when representing the organisation.

PROCEDURES

Public profile

The HECIS Co-Ordinator will be responsible for ensuring that publications, media releases and the work of HECIS generally reflect a professional, well informed and competent organisation.

Any incident or action that is likely to damage HECIS's reputation should be reported to the HECIS Co-Ordinator for assessment.

The public image of the organisation will be evaluated from time to time, and action taken to improve this image if necessary.

Representing HECIS

The HECIS Co-Ordinator's approval is required for any staff or Management Committee member to accept a request to formally speak on behalf of HECIS at an event or to represent HECIS on a committee.

When acting in their role on a day to day basis, HECIS staff and Management Committee members should be aware that they are representing the organisation and:

- make it clear if they are expressing a personal opinion rather than a HECIS position
- refrain from publicly criticising HECIS or its personnel in any way
- be respectful of the opinions of others they interact with
- not act in any way that would demean themselves or damage the reputation of HECIS.

Media statements

No staff or Management Committee may make statements to the media or issue media releases without the approval of The HECIS Co-Ordinator. All dealings with the media should be in accordance with the organisation's media policy.

HECIS: Representing the Organisation

Representing HECIS on committees or in consultations

If the organisation is asked to nominate a person to represent the organisation on a committee or in a consultation process:

- The HECIS Co-Ordinator will assess who is most suitable / available and will appoint the representative for HECIS.

DOCUMENTATION

Documents related to this policy	
Related policies	Media
Forms, record keeping or other organisational documents	

Reviewing and approving this policy		
Frequency	Person responsible	Approval
Annually	HECIS Co-Ordinator	Management Committee

Policy review and version tracking			
Review	Date Approved	Signed	Next Review Due
1	26.8.15	HECIS Co-Ordinator	Aug 2016
2	8.8.16	HECIS CoOrdinator	Aug 2017
3	16.8.17	HECIS CoOrdinator	Aug 2018
4	10.9.18	HECIS CoOrdinator	Aug 2019
5	17.9.19	HECIS CoOrdinator	Aug 2020
6	15.9.20	HECIS CoOrdinator	Aug 2021