UNIVERSITY OF EXETER

DUAL ASSURANCE GROUP FOR COMMUNICATIONS AND REPUTATION

TERMS OF REFERENCE

*Management Lead – Jane Chafer, Director of Communication and Corporate Affairs*

Member of VCEG responsible for development, implementation and delivery of Corporate and External Communications.

*Independent Lead – Jo Binding*

Member of Council responsible for overseeing that the area is well managed and that appropriate processes have been followed in decision-making, giving guidance to the Chair of Council where there is cause for concern.

*Coordinator – Tracey Smith, PA to Jane Chafer*

Responsible for secretariat support for meetings, production and circulation of minutes and associated documents, providing an appropriate audit trail.

Communication and Reputation Dual Assurance will:

1. Meet at least once per term – October, March and June
2. Report to Council annually

Communication and Reputation Dual Assurance aims to:

1. Act as Communication and Reputation champions ensuring information is cascaded through appropriate channels.
2. Encourage the coordination of external relations and stakeholder activity to ensure the reputation of the University is enhanced.
3. Embed a Digital First ethos in all communications
4. Link with other Dual Assurance areas to ensure that communication and Reputation principles are considered.
5. Discuss and monitor planned improvements to Communications and Reputation Strategy (e.g. Internal Audit recommendations, Council and VCEG requests)
6. Ensure that the information being provided to Council regarding Communication and Reputation meets their needs.
7. Provide assurance to the Audit Committee that the Communication and Reputation Strategy is appropriate and effective
8. Review Reputational risk at every meeting
9. To review Terms of Reference Annually
10. Publish meeting dates in advance for the academic year

Last reviewed and updated Feb 2017

Approved via email 14.03.17