



NATIONAL EDUCATIONAL UNIVERSITY

Regulation of Public Relations Service



Article 1. General Provisions

1.1. The "NEU - National Educational University" (hereinafter referred to as the "University") Public Relations Service represents a structural unit of the University, which ensures the enhancement of the institution's relations with the public.

1.2. The service carries out its activities in accordance with the applicable legislation, subordinate normative acts, the University's charter, personnel management procedures, and these provisions.

Article 2. Management and Functions of the Service

2.1. The service is managed by a director 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 as follows:

- a. Establishing relationships with higher educational institutions, educational and scientific centers, cultural, sports, creative, and other types of organizations and institutions, as well as with prominent scientists and public figures;
- b. Planning/organizing university conferences and other important events;
- c. Coordinating joint grant, scholarship, and research projects on behalf of the university;
- d. Ensuring the university's participation in discussions on social, cultural, environmental, and public issues;
- e. Promoting the university's activities both within the country and abroad;
- f. Participating in the budget formation.

2.4. Functions of the Head of the Service

- a. Conducting press conferences and briefings for the university, preparing and publishing a periodic press digest about the university's activities;
- b. Participating in the management of the official website's structure and content in collaboration with other structural units, and publishing acts adopted by the university's governing bodies (if necessary);
- c. Coordinating joint grant, scholarship, and research projects on behalf of the university;
- d. Establishing business relationships with the public and higher educational institutions, educational and scientific centers, cultural, sports, creative, and other types of organizations and institutions, as well as with prominent scientists and public figures;
- e. Ensuring participation in discussions on social, cultural, environmental, and public issues;
- f. Planning and organizing conferences and various types of events;
- g. Promoting cultural and creative activities at the university;
- h. Participating in the university's budget formation process.

2.5. Functions of the Specialist

- a) Managing social media networks. Promoting the university's activities within the country through various advertising channels and social media networks.
- b) Responsibility for 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;
 - Integrating and optimizing social media.
- c) Informing the public about important events, programs, projects, vacancies, competitions, and other activities. Processing/preparing information about ongoing processes and news, and providing this information to the public in an appropriate format;
- d) Internal communication with the administration, students, and professors/teachers;
- e) Combining and performing other functions of the service as defined by the university's regulations, the service's regulations, applicable legislation, and the legal acts of the university's governing bodies;
- f) Performing tasks given by the head of the service;
- g) Performing preparatory work for conferences and other types of events.

Article 3. Transitional and Final Provisions

- 3.1. This regulation is approved by the university's senate;
- 3.2. This regulation comes into effect upon signature;
- 3.3. The adoption, cancellation, amendments, and additions to the regulation are carried out by the Senate;
- 3.4. This regulation loses its validity in the case of approval of a new regulation.