

NMIT COMMUNICATIONS, BRAND AND MEDIA PROCEDURE

MOKAMOKA WHAKAAETANGA | APPROVAL DETAILS

Section	Executive		
Approval Date	18.08.2026	Sponsor	Director Demand Management
Next Review	01.01.2029	Approved by	SLT

NGĀ WHAKATIKATIKA | AMENDMENT HISTORY

Version	Effective Date	Created/ Reviewed by	Reason for review / comment
1	01.07.2026	Transition Lead	New

Te Pūtaki | Purpose

This Procedure supports the [NMIT Communications, Brand and Media Policy](#) by describing how communications, brand, and media activities are planned, coordinated and implemented across NMIT.

It provides a consistent framework for engaging with the Communications and Marketing functions, obtaining specialist advice where needed, and applying the Policy in day-to-day activities.

The Procedure should be read alongside the NMIT Communications, Brand and Media Policy and other supporting guidance issued by the Communications and Marketing teams or available via the Marketing Hub.

The scope and principles stated in the Policy apply to this Procedure.

Ngā Haepapa | Responsibilities

Role	Responsibilities
Communications team	Provide strategic communications advice to support NMIT-wide initiatives, manage operational communications, and provide communications guidance in accordance with this Procedure.
Marketing team	Exercise delegated brand governance, manage NMIT's brand standards, visual identity and associated templates, and provide advice on the application of the NMIT brand.
Academic and Business teams	Plan communications within their areas of responsibility, engage with Communications or Marketing where required, submit brand, promotional and website requests through the appropriate channels, and apply this Procedure and the Communications, Brand and Media Policy.

Ngā Hātepe | Procedure

COMMUNICATIONS

Communications should be planned to ensure they are appropriate for the intended audience and support NMIT's objectives.

When undertaking communications activities, staff should:

- determine the purpose, audience and appropriate communication channel
- identify whether Communications advice or coordination is required
- work with the Communications team on NMIT-wide initiatives, significant announcements, campaigns, stakeholder communications, media activities or other matters identified in the Policy
- use approved communication channels and institutional templates
- refer media enquiries and requests for public comment in accordance with the Policy.

Routine operational communications should continue to be managed within business areas, with Communications support sought where appropriate in accordance with policy.

BRAND

The Marketing team manages the practical application of the NMIT and related brands. Staff requiring branded promotions, materials or activities must engage the Marketing team at the outset, and:

- use approved templates, logos, email signatures and brand assets or approved resources through the Marketing Hub.
- contact the Marketing team to request design or development of NMIT-branded materials.
- allow appropriate lead time for planning, development and approval, and include the purpose, audience, use, and due date.
- the Marketing team have final brand approval and must be involved early in external promotions, co-branding, development of group or sub-brands, signage, uniforms, vehicle branding and merchandise.
- no NMIT brand commitment may be made to suppliers, partners or external parties without Marketing approval.

Marketing provides advice, support and final brand approval to ensure brand standards are applied consistently across NMIT.

MEDIA | PROMOTIONAL

Promotional media activities should be planned and managed in collaboration with the Marketing team to ensure consistency, quality and compliance with the Policy.

Staff must:

- engage with Marketing when proposing new digital media, website content, promotional imagery or external digital integrations.
- submit website updates and requests through the appropriate processes
- obtain required approvals before establishing new websites, sub-sites
- use approved imagery and obtain media consent where required by the Policy
- seek Marketing advice when developing visual media intended to represent NMIT publicly.

Marketing maintains oversight of NMIT's digital and visual media to support consistency, accessibility and effective brand representation.

Seeking Guidance

Staff must seek advice early where they are unsure how the Policy applies or where communications, branding or media activities may extend beyond routine operational practice.

Ngā Hononga ki Tuhinga kē | Links to other documents

NGĀ KAUPAPA-HERE E HANGAI ANA | RELATED POLICIES

[NMIT Stakeholder Engagement Policy](#)

[NMIT Communications, Brand and Media Policy](#)

NGĀ TUKANGA ME NGĀ HĀTEPE | RELATED PROCESSES, PROCEDURES

[NMIT Marketing Hub](#)

TURE WHAI TAKE | RELEVANT LEGISLATION

[Privacy Act 2020](#)

[Copyright Act 1994](#)

[Harmful Digital Communications Act 2015](#)

NGĀ TAPIRITANGA | APPENDICES