



Internal  
Regulation of the  
Communication  
and Public  
Relations Office



SGQ-REG-36 R0 - 04/23



## **Internal Regulation of the Communication and Public Relations Office**

### **Chapter I** **General Provisions**

#### **Article 1** **Object and Scope of Application**

The purpose of this Regulation is to establish the attributions, competences and rules of operation of the Communication and Public Relations Office, hereinafter called GCRP of the Instituto Superior de Tecnologias Avançadas de Lisboa, hereinafter referred to as ISTECLisbon.

### **Chapter II** **Nature and Mission**

#### **Article 2** **Nature**

The main function of ISTECLisbon's GCRP is to develop the institution's external and internal communication. Thus, the communication team works daily to promote and disseminate its training offer, as well as the most relevant activities developed in the institution.

#### **Article 3** **Mission**

The mission of ISTECLisbon's GCRP is to produce all promotional material, manage advertising, public relations, manage and monitor institutional social networks, manage and boost the institutional portal, promote and project the institution's image in schools, companies, events, fairs and conferences.

### **Chapter III** **Internal Organization**

#### **Article 4** **Objectives**

The objectives of the GCRP of ISTECLisbon are:

- a. To implement the guidelines for the definition of the institutional image, communication and information and the interconnection of the institution with the external environment and, in parallel, with the internal environment;
- b. Promote the connection between ISTECLisbon and its main publics and stakeholders, fulfilling the Institute's strategy, respecting the institution's mission and vision;
- c. Contribute to the implementation of the global communication and marketing strategy, taking responsibility in the delineation of communication strategies, through the research of behavioral and generational patterns.

#### **Article 5** **Skills**

It is the responsibility of the GCRP of ISTECLisbon:

- a. Ensure the management of information on the website, as well as promote the creation and/or maintenance of communication supports and intra-institutional image;
- b. Produce contents for ISTECLisbon's social networks: Facebook, Instagram, LinkedIn and Youtube;
- c. Produce and disseminate ISTECLisbon's Newsletter;
- d. Receive, select and internally disseminate information from other institutions, as long as it is relevant to ISTECLisbon's internal publics (through e-mail, posters and flyers);

- e. Ensure the internal dissemination of the different activities promoted by ISTECLisbon, through the available means;
- f. Manage ISTECLisbon's photographic repository;
- g. Promote the institution to external entities by regularly sending institutional information (newsletter);
- h. To manage the contact databases of different institutions and target audiences;
- i. Coordinate ISTECLisbon's presence in fairs, exhibitions and other events where contact with the public is foreseen;
- j. Actively promote ISTECLisbon's presence in the media by periodically sending press releases;
- k. Collect and process news information with interest to the Institution;
- l. Manage the media contact database;
- m. Collaborate in the organization of solemn sessions, conferences, seminars, lectures and other scientific and cultural events promoted by ISTECLisbon;
- n. Proceed to the image capture of the events;
- o. Manage ISTECLisbon's image;
- p. Ensuring, in collaboration with the Office of Information Technology and Systems, the creation of information and promotional materials of the Institution.

### **Article 6**

#### **Responsibilities**

1. The GCRP has a coordinator, who is responsible for guiding, coordinating and assessing all activities, based on annual plans and activity reports.
2. The GCRP is responsible for making proposals on communication policies. Within this scope, it is responsible for defining the general lines and priorities of activity plans, budgets and activity reports, as well as their approval, to be integrated in the Activities Plan and Activity Report.

### **Article 7**

#### **Organization**

1. The GCRP is organized under the supervision of the Secretary-General of ISTECLisbon and the overall direction of the Director of ISTECLisbon and the Management of the ITA.
2. The GCRP is an organizational structure of technical nature, supporting the functions of ISTECLisbon and its bodies.

### **Article 8**

#### **Contacts and Working Hours**

1. The GCRP's working hours are the same as ISTECLisbon's, without prejudice to its availability to respond to emergency situations, outside these hours, or to events/activities that take place outside normal working hours.
2. The contacts of the GCRP are:
  - a. Email: [istecomunicacao@istec.pt](mailto:istecomunicacao@istec.pt)
  - b. Telephone (external): 218 436 670
  - c. Telephone extension (internal): 323

### **Article 9**

#### **Functional Content**

The attributions and competencies generally necessary for the development of the GCRP's activities are listed in Annex I.

**Chapter IV**  
**Final Provisions**

**Article 10**  
**Doubts and Omissions**

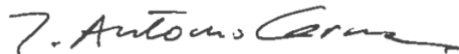
Doubts and omissions arising from the interpretation of these Regulations will be resolved by an order of the Director of ISTEC Lisbon.

**Article 11**  
**Review, Amendment, and Effectiveness**

1. This Regulation shall be subject to revision after a legal or statutory change that implies it.
2. The Annexes that are an integral part of these Regulations may be subject to changes, after approval by the Director of ISTEC Lisbon.
3. These Regulations shall enter into force on the day immediately following their publication in due terms.

Lisbon, April 17, 2023

The Director of ISTEC Lisbon



(José António da Silva Carriço)

## Annex I

### Duties and Skills: Coordination

#### Assignments:

- Technical/administrative advice to the Board of Directors;
- Technical support in defining institutional norms and procedures;
- Preparation of studies and opinions for decision support;
- Support to the different services in the implementation and monitoring of policies defined above;
- Preparation of plans and activity reports;
- Coordination and organization of institutional promotional events and protocols;
- Control of the financial execution of the Office;
- Asset control and management of the use of allocated infrastructures;
- Management of people, teams, projects and activities;
- Monitoring the Office's evaluation processes;
- Monitoring of internal and external audits;
- Evaluation of employee performance and identification and planning of vocational training needs;
- Control and validation of attendance;
- Internal articulation between services and dialogue with external entities;
- Dissemination of relevant internal/external information.

#### Skills:

##### Know - Know:

- Knowledge of the organization and functioning of the institution;
- Knowledge of legislation related to Higher Education;
- Advanced knowledge of communication, marketing and public relations;
- Advanced knowledge of new technologies of communication and image;
- Knowledge of human resource management;
- Knowledge of basic computer tools in a user's perspective;
- Knowledge of project management software, web platforms and communication.

##### Know - Do:

- Capacity of general articulation with other services of the institution;
- Ability to plan and manage projects, processes, teams and people;
- Ability to interpret legislation and to prepare documents to support decision-making;
- Ability to apply the techniques of protocol and public relations;
- Ability to use basic computer tools;
- Ability to use and define the information and communication computer applications of the institution;
- Ability to create and implement improvement measures and innovation.

##### Know - Be:

- Coordination skills;
- Autonomy and spirit of initiative;
- Ability to communicate and interpersonal relationships;
- Spirit of rigor;
- Capacity for analysis and critical sense;
- Capacity for secrecy;
- Capacity for systemic and strategic vision.

## **Duties and Skills: Communication Area**

### **Assignments:**

- Production of informative content for the institutional communication media (online and print);
- Press advisory services;
- Development of communication plans;
- Follow-up of the development of the communication support means;
- Support, training and support to users of the institution's information platforms;
- Monitoring and preparation of press dossiers;
- Promotion of dissemination strategies and communication of the institution.

### **Skills:**

#### Know - Know:

- Knowledge of the organization and operation of the institution;
- Technical knowledge of journalism;
- Technical knowledge of institutional communication;
- In-depth knowledge of the Portuguese language and of foreign languages, namely English;
- Knowledge of basic computer tools and the Internet;
- Knowledge of the reality of the functioning of the media.

#### Know - Do:

- Ability to integrate generally with other services of the institution;
- Ability to apply journalism techniques;
- Ability to apply institutional communication techniques;
- Ability to communicate in Portuguese and foreign languages, particularly English;
- Ability to use basic computer tools and the Internet;
- Ability to monitor the application of new technologies to the means of communication.

#### Know – Be:

- Ability to communicate and interpersonal relationships;
- Ability to work in teams;
- Ability to analyze and critical sense;
- Capacity for systemic vision.

## **Duties and Skills: Marketing and Public Relations Area**

### **Assignments:**

- Follow-up and organization of events in the scope of public relations, dissemination of culture and science, and cooperation with society;
- Planning, implementation and control of the institutional promotion and marketing plan;
- Follow-up and organization of protocol and institutional events.

### **Skills:**

#### Know - Know:

- Knowledge of the organization and operation of the institution;
- Technical knowledge of marketing;
- Technical knowledge of public relations;
- Technical knowledge of institutional communication;
- Knowledge of foreign languages, particularly English;
- Knowledge of the user's perspective, basic computer tools and the Internet.

#### Know - Do:

- Ability to integrate generally with other services of the institution;
- Ability to apply marketing techniques;
- Ability to apply public relations techniques;
- Ability to communicate in a foreign language, including English;
- Ability to manage projects and people;

- Ability to apply protocol techniques;
- Ability to maintain and safeguard the institutional image;
- Ability to use Microsoft Office tools and the Internet;
- Ability to create and implement improvement measures and innovation.

Know – Be:

- Ability to communicate and interpersonal relationships;
- Ability to work in teams;
- Ability to analyze and critical sense;
- Capacity for systemic vision.

**Assignment and Skills: Multimedia and Audiovisual Area**

**Assignments:**

- Operation of projection, photography, sound and video equipment;
- Operation of videoconferencing equipment;
- Operation of professional equipment for capturing, editing, performing, reproducing and storing audiovisual material;
- Carrying out the planning and audiovisual coverage of events;
- Conception, planning and realization of audiovisual artifacts;
- Conception and planning of multimedia and audiovisual broadcasting systems.

**Skills:**

Know - Know:

- Knowledge of the organization and operation of the institution;
- Technical knowledge of photography and video - framing, lighting and composition;
- Knowledge of operating audiovisual equipment at a professional level;
- Technical knowledge of digital video editing;
- Technical knowledge of 3D image processing;
- Technical knowledge of making audiovisual artifacts;
- Knowledge of interfaces and interaction design.

Know - Do:

- Ability to articulate with other services of the institution;
- Ability to use professional video editing software;
- Ability to operate a professional video camera;
- Ability to carry out projects in the area of audiovisual and multimedia;
- Ability to use 3D editing software.

Know – Be:

- Ability to communicate and interpersonal relationships;
- Ability to work in teams;
- Ability of analysis and critical sense;
- Ability to adapt;
- Aesthetic sense;
- Capacity for secrecy.