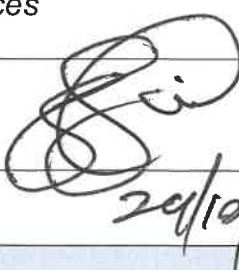
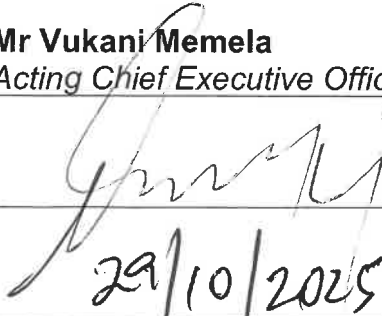


INTERNAL AND EXTERNAL COMMUNICATION STANDARD OPERATING PROCEDURE					
SOP COMPILED BY:			Marketing and Communications Manager		
SIGNATURE:					
SOP ISSUE NUMBER:			1		
SOP EFFECTIVE DATE			October 2025		
VERSION CONTROL					
SECTION	VERSION	REVISION	DATE	PAGE	REASON FOR CHANGE

RECOMMENDED BY:	
NAME/JOB TITLE:	Mr Ikalafeng Diale <i>Acting Executive Manager: Corporate Services</i>
SIGNATURE:	
DATE:	29/10/25
APPROVED BY:	
NAME/JOB TITLE:	Mr Vukani Memela <i>Acting Chief Executive Officer</i>
SIGNATURE:	
DATE:	29/10/2025



SAFETY AND SECURITY SECTOR EDUCATION AND TRAINING AUTHORITY

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1. PURPOSE

The purpose of this Standard Operating Procedure (SOP) is to:

- Establish a consistent protocol for sharing information with SASSETA internal and external stakeholders via the email platform.
- Ensure consistency and efficiency in the execution of communication.

By adhering to the guidelines, all personnel involved can perform their duties effectively, and maintain the quality standards expected by the MarCom Department.

2. SCOPE

The SOP applies to all SASSETA departments and personnel responsible for submitting, reviewing, and disseminating information through the internal communication platform.

3. RESPONSIBILITIES

The Marketing and Communications Department is responsible for coordinating and disseminating SASSETA's internal and external communications.

- 3.1 Department Heads/Representatives are responsible for submitting information by the specified deadline to MarCom.
- 3.2 Marketing and Communications Administrator is responsible for coordinating and compiling submitted information, as well as ensuring adherence to SOP.
- 3.3 Communications Practitioner is responsible for reviewing draft communication before dissemination.
- 3.4 Marketing and Communications Manager is responsible for approving snippets before dissemination.
- 3.5 All personnel are responsible for actively engaging with and providing feedback on the shared information.

4. SPECIFICATION PROCEDURE

- 4.1 Frequency – Communication will be shared via email campaign on Mondays, Wednesdays, and Fridays of every week. It will be sent out by midday.
- 4.2 Content – communication includes updates, announcements, and noteworthy information that are relevant and important for all departments to be aware of. This may include updates on policies, procedures, upcoming events, training opportunities, achievements, and any other pertinent matters.
- 4.3 Submission Deadline – Departments are required to submit their request for communication distribution via email before the end of business day on Tuesday, Thursday or Friday, to the MarCom Team.
- 4.4 Format – Information from departments should be clear and concise to enable the Marketing team to execute it effectively. The information should include a clear headline or subject, followed by a brief description or summary of the information.
- 4.5 Approval Process – The submitted information must be reviewed and approved by the requesting departmental Manager before being shared with MarCom Department. This ensures the accuracy, consistency, and relevance of the shared information. Once the information is approved, it can be forwarded to the MarCom team. Communication will be shared with stakeholders on the specified days - Mondays, Wednesdays, and Fridays.
- 4.6 Feedback Mechanism – Colleagues are encouraged to provide feedback on the usefulness and effectiveness of the shared information, as well as suggestions for improvement to communications@sasseta.org.za.