

University of St Andrews - School of Medicine Handbook
EDITORIAL BOARD AND COMMUNICATIONS OPS GROUP
TERMS OF REFERENCE

1. **Editorial Board Purpose.** The purpose of the Editorial Board is to deliver the Schools' communication strategy; provide advice and support on web content published on both the University and School websites, agree changes prior to instructing the design and technical team, dictate the tone and direction of the website and provide input into communication strategy and activities. The Editorial Board will be responsible for content of information published on:

- a. The School website, including news stories and social media.
- b. The school-related content of the University 'study@' pages.
- c. School pamphlets and other School publications.

The website platform T4 will be managed centrally by the university and updated by the LT team. Web content and other publications will be the responsibility of key stakeholders with oversight by the Editorial Board.

2. **Objectives.** The Board's objectives are

- a. Monitor balance of content, published on behalf of the School of Medicine, between University and School webpages.
- b. Monitor online content in terms of quality and compliance with University web policies and standards as set by the University Digital communications team.
- c. Manage the content of the School website and approve new page requests.
- d. Work with page authors to agree content for individual pages and check for duplication.
- e. Provide content when required.
- f. Provide direction to the Communication Ops Team (see paragraph 5) to improve the School's communication activities.
- g. Monitor the use of the social media tools and services that manage the sharing of information and knowledge about the School.
- h. Approve the content for School information prospectus pamphlets e.g. A990

3. **Membership of the Board.** One member is 'editor in chief' for a fixed period.

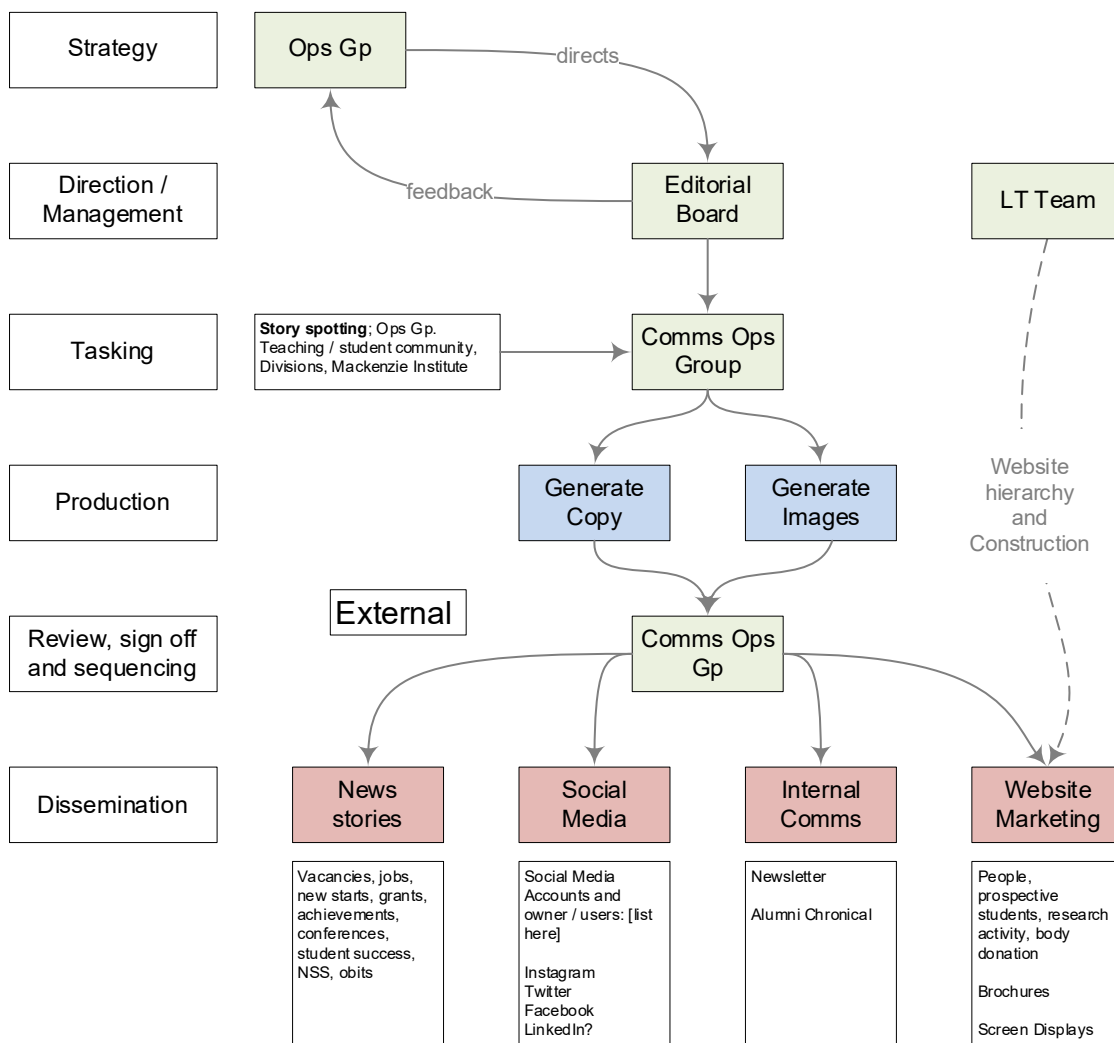
- a. Ops and Facilities Manager (Chair)
- b. Communication team representative
- c. One member from each of the 4 research divisions
- d. A representative of the Taught course community

- e. A member of the Admissions team
- f. LT team member responsible for web development
- g. Public Engagement representative

4. **Operating process.** The Editorial Board meets monthly.

5. **Communication Ops Team.** This is a smaller group tasked with the operational side of generating and disseminating news content for the School. The membership of this group is the Chair of the Editorial Board, Research support team lead, story writers, image generator (and others by invitation). This group meets weekly for task setting, review of content, and scheduling.

6. **Communication flowchart** (draft):



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Author:	Editorial Board Chair (hc204)	Approval Committee:	
Consultees:	School Manager (dcm10), Communication Lead (kr16)		
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Version Control Record *(expand table as required)*

Date	Revision Description	Major Changes
04/03/2022	Draft version	
27/5/2021	Revision	Updated to reflect personnel changes, add comm ops team and comms flowchart
04/0/222	Minor revision	Update membership

