

Қазақстан Республикасы
Мәдениет және ақпарат министрлігі

«Құрманғазы атындағы Қазақ
ұлттық консерваториясы» РММ



RSU «Kurmangazy Kazakh National
Conservatory»

Ministry of Culture and Information of
the Republic of Kazakhstan

ҚҰРЫЛЫМ ТУРАЛЫ ЕРЕЖЕ

THE REGULATION OF THE DEPARTMENT

16.04.2025

дата

Алматы қ.

№ VII-28-2025

Almaty

Approved
By the decision of the Academic
Council RSU «Kurmangazy Kazakh
National Conservatory» of the
Ministry of Culture and Information
of the Republic of Kazakhstan
Chairman



G.K. Tasbergenova
№ 1 «16» 04 2025

DEPARTMENT OF INFORMATION POLICY AND MARKETING

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CONTENTS

1. GENERAL PROVISIONS.....	3
2. TASKS	4
3. FUNCTIONS.....	4
4. RIGHTS.....	5
5. RESPONSIBILITY	5
6. INTERACTION.....	6
7. PROCEDURE FOR AMENDMENTS	6
8. FINAL PROVISIONS.....	6
CHANGE SHEET	8
FAMILIRIZATION SHEET	9

1. GENERAL PROVISIONS

1. This Regulation defines and establishes the requirements for the activities of the Department of Information Policy and Marketing (hereinafter – DIPM/the Department), which is a structural subdivision of the Republican State Institution «Kurmangazy Kazakh National Conservatory» under the Ministry of Culture and Information of the Republic of Kazakhstan (hereinafter – the Conservatory).

2. The Department of Information Policy and Marketing is established, reorganised and dissolved by order of the Rector, based on the decision of the Academic Council of the Conservatory. In the event of the department's dissolution, the general rules for staff reduction apply in accordance with the Labour Code of the Republic of Kazakhstan.

3. Staff of the department are appointed to and dismissed from their posts by order of the Rector of the Conservatory.

4. In its activities, the Department of Information Policy and Marketing reports to the Head of the Rector's Office, who coordinates the work of the structural unit.

5. The official rights and responsibilities of DIPM employees are defined in their job descriptions.

6. The staffing numbers of the DIPM are determined by the Conservatory's staff schedule.

7. The Head of the Department is appointed and dismissed by order of the Rector, in accordance with the labour legislation of the Republic of Kazakhstan, and is subordinate to the Rector.

8. DIPM managers are appointed and dismissed by Rector's order upon the recommendation of the Department Head, in accordance with the labour legislation of the Republic of Kazakhstan, and report directly to the Head of DIPM.

9. The Department's working procedures are defined in accordance with the labour legislation of the Republic of Kazakhstan and the Conservatory's internal regulations.

10. The main goal of the Department is to ensure the effective positioning of the Conservatory as a leading centre of music education and culture in Kazakhstan and to contribute to the development of a positive public image and growing public interest in its activities.

11. In its activities, the Department is guided by:

1) The Constitution of the Republic of Kazakhstan, laws and other regulatory legal acts of the Republic of Kazakhstan in the field of education and science;

2) The Law of the Republic of Kazakhstan «On Mass Media»;

3) The Law of the Republic of Kazakhstan «On Culture»;

4) The Law of the Republic of Kazakhstan «On Education»;

5) Decree of the Government of the Republic of Kazakhstan dated 28 March 2023 No. 248 «On the Approval of the Concept for the Development of Higher Education and Science in the Republic of Kazakhstan for 2023–2029»;

6) Order of the Minister of Education and Science of the Republic of Kazakhstan dated 25 October 2018 No. 590, registered by the Ministry of Justice of

The Regulation of the Department	Department of Information Policy and Marketing
Kurmangazy Kazakh National Conservatory	3 / 9

the Republic of Kazakhstan on 26 October 2018 No. 17622 «On Approval of the Structure and Rules for the Development of a Higher and/or Postgraduate Education Organisation Development Programme»;

7) The Strategy (Development Programme and Plan) of the Kurmangazy Kazakh National Conservatory for 2023–2029;

8) The Charter of the Kurmangazy Kazakh National Conservatory;

9) The Internal Quality Assurance Policy of the Conservatory;

10) International ISO standards in quality management, specifically ISO 9001:2015 «Quality Management Systems – Requirements»;

11) Internal regulatory documents governing the overall activity of the Conservatory;

12) Regulatory, organisational and administrative acts of the Ministry of Culture and Information of the Republic of Kazakhstan and other superior bodies;

13) This Regulation.

2. TASKS

12. The main tasks of the Department are:

1. Formation of a positive image of the Conservatory:

1) Promotion of the Conservatory's brand as a leading institution of music education;

2) Development and publication of multimedia content: photos, videos, text materials;

3) Coverage of key events at the Conservatory (concerts, competitions, anniversaries).

2. Development and implementation of communication strategies:

1) Creation of a unified information style and promotional strategy;

2) Management of official communication channels (website, social media, mass media);

3) Timely dissemination of important information to staff and students;

4) Preparation of presentations, proposals and projects aimed at attracting partnership support.

3. Media planning and cooperation with mass media;

1) Preparation and distribution of press releases, interviews, articles and news materials;

2) Establishment and development of partnerships with journalists and media agencies.

3. FUNCTIONS

13. In accordance with its tasks, the Department performs the following functions:

1) Creating and maintaining a positive image of the Conservatory;

2) Preparing text, photo and video materials for official platforms (website, social media, mass media);

The Regulation of the Department	Department of Information Policy and Marketing
Kurmangazy Kazakh National Conservatory	4 / 9

- 3) Covering events, competitions, concerts, anniversaries and other key activities;
- 4) Distributing press releases and news updates;
- 5) Establishing and maintaining long-term media partnerships;
- 6) Administering the Conservatory's official website and social media accounts;
- 7) Updating and publishing current information about the Conservatory's activities;
- 8) Monitoring media mentions of the Conservatory;
- 9) Informing staff and students promptly about news and events.

4. RIGHTS

14. In order to fulfil its responsibilities, the Department has the right to:
 - 1) Propose activities aimed at improving the Conservatory's image;
 - 2) Develop and coordinate concepts and plans for information coverage of key events;
 - 3) Request necessary information, photo and video materials from structural subdivisions and staff to prepare content,
 - 4) Obtain prompt data on events, student and faculty achievements;
 - 5) Establish and maintain contacts with media representatives, partners and sponsors;
 - 6) Publish information on behalf of the Conservatory through official resources (website, social media, mass media);
 - 7) Update and modify data on the Conservatory's information platforms;
 - 8) Submit proposals to the Conservatory's management on improving information policy and marketing strategy.

5. RESPONSIBILITY

15. The Department is responsible for the proper and timely execution of the functions assigned to its staff under this Regulation, within the scope defined by the current labour legislation of the Republic of Kazakhstan, as well as for compliance with the Conservatory's internal regulations and labour discipline.

16. The Head of the Department bears full responsibility for the quality and timeliness of tasks assigned to the DIPM.

17. The level of responsibility of other employees is defined in their job descriptions.

18. Each employee is fully responsible for the safekeeping and non-disclosure of confidential information obtained in the course of their official duties.

19. DIPM employees are responsible for complying with quality management commitments, anti-corruption management systems and internal documentation requirements within their area of responsibility.

20. The Head of the Department and staff members are personally accountable for the accuracy of documents they prepare and their compliance with Kazakhstani legislation.

The Regulation of the Department	Department of Information Policy and Marketing
Kurmangazy Kazakh National Conservatory	5 / 9

21. All employees must comply with occupational health and safety regulations.

22. The Head of DIPM is personally responsible for:

- 1) Organising the department's work in accordance with its assigned functions and tasks;
- 2) Ensuring the timely and accurate preparation and execution of documents and maintenance of records in accordance with existing rules and instructions;
- 3) Ensuring staff compliance with labour discipline;
- 4) Safeguarding property under the department's responsibility and ensuring compliance with fire safety regulations.

6. INTERACTION

23. To fulfil its functions, the Department interacts with the following structural units of the Conservatory:

Subdivision	Information Received	Information Provided
Vice-Rector for Academic Affairs	Information on events, student and faculty achievements in academic, concert and research activity	Publications on the official website and social media accounts of the Conservatory
Vice-Rector for Scientific and Creative Development & International Cooperation	Information on events, student and faculty achievements in academic, concert and research activity	Publications on the official website and social media accounts of the Conservatory
Vice-Rector for Student and Social Affairs	Information on events, student and faculty achievements in academic, concert and research activity	Publications on the official website and social media accounts of the Conservatory
Faculty Deans	Information on events, student and faculty achievements in academic, concert and research activity	Publications on the official website and social media accounts of the Conservatory
Departments	Information on events, student and faculty achievements in academic, concert and research activity	Publications on the official website and social media accounts of the Conservatory

7. PROCEDURE FOR AMENDMENTS

24. Job descriptions of DIPM employees shall be revised in case of changes or additions to this Regulation regarding DIPM functions.

25. Amendments to this Regulation shall be recorded in the «Register of Amendments».

26. Notifications of amendments shall be sent to all departments and relevant structural units of the Conservatory.

27. A copy of the Regulation shall be kept in the DIPM. Distribution of copies to other subdivisions shall be carried out by DIPM as needed. A scanned copy shall be published on the Conservatory's official website.

8. FINAL PROVISIONS

28. This Regulation, including any amendments or additions, shall be approved by the Chair of the Academic Council of the Kurmangazy Kazakh National Conservatory

The Regulation of the Department	Department of Information Policy and Marketing
Kurmangazy Kazakh National Conservatory	
6 / 9	

under the Ministry of Culture and Information of the Republic of Kazakhstan and shall enter into force upon approval.

29. The provisions herein are mandatory for implementation and may be amended or supplemented in response to changes in regulatory documents or the emergence of new functions not previously covered.

30. Any other issues arising in the implementation of this Regulation shall be resolved in accordance with the Charter of the Conservatory or the applicable legislation of the Republic of Kazakhstan.

CHANGE SHEET

[illegible]

FAMILIRIZATION SHEET

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