



Local Operating Procedure

SECTION: Administration/Communications	PROCEDURE#: LOP20	PAGE 1 of 2
TITLE: Marketing and Public Relations Request Procedure	EFFECTIVE DATE: 02/26/2025	

DISTRIBUTION: CareerSource North Central Florida Staff

PURPOSE: To establish guidance for CareerSource North Central Florida (CSNCFL) staff, volunteers, interns, and Florida Commerce employees located in CSNCFL facilities, whether they are on CSNCFL property or off site; partner agency staff located within CSNCFL facilities; program contractors; and other authorized users for maintaining marketing materials and completing marketing requests and the procedure for hosting and attending events.

BACKGROUND: CSNCFL adheres to marketing standards, branding protocols and processes to ensure our interactions with the community, employers, customers and the media are consistent and reflect the professional image we want to project.

POLICY: It is the policy of CSNCFL that all marketing efforts shall be consistent, clear and professional and shall be coordinated through the Management Team and/or the CEO.

Procedure

Print Materials

For new print materials, complete the following steps two weeks in advance:

1. Receive approval from supervisor.
2. Complete the [Communications Request](#) form.

For updates or revisions to existing print materials, email the following to the Communications Manager:

- Description of the request.
- Revised verbiage/content.
- Provide any supporting documents (e.g., an old version of the item being requested).

Radio Advertisements

For radio advertisements, complete the following steps at least five business days in advance:

1. Receive approval from supervisor.

2. Complete the [Communications Request](#) form.

Purchase Requests

To make a purchase request for marketing materials, complete the following steps at least five business days in advance:

1. Receive approval from supervisor.
2. Complete the [Communications Request](#) form.

Website Updates

For website updates, complete the following steps at least five business days in advance:

1. Receive approval from supervisor.
2. Complete the [Communications Request](#) form.

The Communications Manager will coordinate, review, and approve all materials and forward to the CEO for approval. A confirmation email will be sent when a request has been completed or an item has been finalized. **Do not distribute any materials before obtaining approval from the Communications Manager.**

Hosting Events

To host an event, complete the following steps at least five business days in advance:

1. Receive approval from supervisor.
2. Complete the [Communications Request](#) form.

Attending Events

To attend an event, complete the following steps at least five business days in advance:

1. Receive approval from supervisor.
2. Complete the [Communications Request](#) form.

Your supervisor, Anna Mendoza, the Communications Manager, and Phyllis Marty will review and approve all events to coordinate available space, resources, and staff. A confirmation email will be sent when a request has been approved. **Do not distribute any materials before obtaining approval from the Communications Manager.**

If you have any questions or concerns, please contact the Communications Manager at communications@careersourcencfl.com and CC Phyllis Marty at pmarty@careersourcencfl.com.

Official Signature

PHYLLIS MARTY
Chief Executive Officer