

PERANAN UNIT UNIT KOMUNIKASI & KORPORAT POLITEKNIK MUKAH



KEMENTERIAN PENDIDIKAN TINGGI
JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI



Pengenalan Unit

Unit Komunikasi Korporat (UKK) ditubuhkan tujuan utamanya ialah bertindak sebagai focal point PMU di dalam penyampaian dan penyaluran maklumat, peningkatan imej korporat politeknik, perhubungan awam dan media serta pengurusan aduan dan khidmat pelanggan.

Visi

Menjadi jentera pengurusan komunikasi dan perhubungan awam PMU yang profesional dan berwibawa.

Misi

Mengukuhkan imej korporat PMU menerusi pengurusan komunikasi dan perhubungan awam yang strategik.

Objektif Unit

- Mewujudkan perhubungan baik antara PMU dengan pihak awam serta media melalui strategi penyampaian maklumat perkhidmatan yang berkesan demi mencapai objektif PMU secara keseluruhan;
- Memastikan keberkesanan perancangan dan pelaksanaan pelan media berhubung publisiti, promosi dan kempen bagi setiap dasar, perkhidmatan, peranan, program dan aktiviti serta majlis rasmi PMU melalui bahan promosi, media sosial, media elektronik dan media cetak;
- Menyediakan bahan edaran dan rujukan kepada pihak awam dan media serta bahan maklumat bagi setiap dasar, perkhidmatan, peranan, program dan aktiviti serta majlis rasmi PMU melalui penerbitan bahan cetakan seperti buletin, laporan tahunan, brosur, risalah; rakaman foto; dan video;
- Memastikan aduan, pertanyaan dan cadangan dari orang awam dan pelanggan mengenai perkhidmatan PMU diselaraskan dengan lancar dan memenuhi keperluan yang dikehendaki; dan
- Memastikan orang awam dan pelanggan yang ingin mengetahui atau yang sedang dan telah menerima perkhidmatan PMU diberi layanan yang baik dan dikendalikan dengan cepat dan berkesan.

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Unit Introduction

The Corporate Communications Unit (UKK) was established with the primary goals of serving as the PMU's focal point for information delivery and distribution, enhancing the polytechnic's public and media relations, corporate image, complaint handling, and customer service.

Vision

Become a professional and authoritative communication and public relations management machine.

Mission

Strengthen PMU's corporate image through strategic communication and public relations management.

Unit Objectives

- Creating good relations between PMU and the public and the media through an effective service information delivery strategy in order to achieve PMU's objectives as a whole;
- Ensure the effectiveness of the planning and implementation of the media plan in relation to publicity, promotion and campaign for each policy, service, role, program and activity as well as PMU official events through promotional materials, social media, electronic media and print media;
- Providing handouts and reference materials to the public and the media as well as information materials for each policy, service, role, program and activity as well as PMU official events through the publication of printed materials such as bulletins, annual reports, brochures, leaflets; photo recording; and videos;
- Ensuring complaints, inquiries and suggestions from the public and customers regarding PMU services are coordinated smoothly and meet the required requirements; and
- Ensure that the public and customers who want to know or who are currently and have received PMU services are given good treatment and are handled quickly and effectively.