

Brief	This policy is design to define the approval workflows and authority level of Marketing department.																																																																
Purpose	To ensures that the correct individuals are involved in decision making at the appropriate time.																																																																
Persons Affected	All departments in KSA / IBU																																																																
Procedure:	<p>The below authority matrix provides the rules for routing an approval task through Marketing process based on the different conditions.</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Marketing Manager</th> <th>Director Sales & Marketing</th> <th>Managing Director</th> <th>CEO</th> </tr> </thead> <tbody> <tr> <td>Social Media Posts</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Website Editing</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Artwork / Visual Designs</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Presentations</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Press Release</td> <td>x</td> <td>x</td> <td>x</td> <td>x</td> </tr> <tr> <td>Advertising</td> <td>x</td> <td>x</td> <td>x</td> <td></td> </tr> <tr> <td>Copy Writing</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Merchandising Gifts</td> <td>x</td> <td>x</td> <td>x</td> <td></td> </tr> <tr> <td>Marketing Research</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Packaging Materials</td> <td>x</td> <td>x</td> <td></td> <td></td> </tr> <tr> <td>Marketing Campaigns</td> <td>x</td> <td>x</td> <td>x</td> <td></td> </tr> </tbody> </table>					Particulars	Marketing Manager	Director Sales & Marketing	Managing Director	CEO	Social Media Posts	x	x			Website Editing	x	x			Artwork / Visual Designs	x	x			Presentations	x	x			Press Release	x	x	x	x	Advertising	x	x	x		Copy Writing	x	x			Merchandising Gifts	x	x	x		Marketing Research	x	x			Packaging Materials	x	x			Marketing Campaigns	x	x	x	
Particulars	Marketing Manager	Director Sales & Marketing	Managing Director	CEO																																																													
Social Media Posts	x	x																																																															
Website Editing	x	x																																																															
Artwork / Visual Designs	x	x																																																															
Presentations	x	x																																																															
Press Release	x	x	x	x																																																													
Advertising	x	x	x																																																														
Copy Writing	x	x																																																															
Merchandising Gifts	x	x	x																																																														
Marketing Research	x	x																																																															
Packaging Materials	x	x																																																															
Marketing Campaigns	x	x	x																																																														
General	<ul style="list-style-type: none"> Any exception to this policy must be approved by the Director Sales & Marketing. 																																																																