

MANCHESTER
1824

The University of Manchester

working together

Reputation, Brand and the
Three Year Communications
and Marketing Plan

Terry Hudghton, Head of University Marketing

Marie Gray, Head of Communications and Marketing, Faculty of Humanities

Universities and brand

- Recognition that premier international universities have potent reputations/brands
- Their brands are synonymous with excellence
- Their brands help them to:
 - Recruit and retain the best staff (Goal 1)
 - Attract funding and research partners (Goal 1)
 - Recruit the best students (Goal 2)
 - Be credible, influential and relevant (Goal 3)

Enabling strategy 4

**“A reputation
for excellence”**

A reputation for excellence

To strengthen the power of “The University of Manchester” brand, nationally and internationally, by celebrating our distinctiveness and engaging and mobilising staff, students, alumni and other key stakeholders to achieve the three core goals at the heart of the Manchester 2020 Vision.

“A reputation
for excellence”

Our brand is strong

- Prospective students
 - most applicants
 - most international students
- School leavers
 - 3rd most popular
- Academics (world)
 - 50th in the world, 8th in UK
- Staff
 - 92% proud to work here (2nd in UK)
- General public
 - 4th best university in UK

Brand strengths

- Great sense of place ✓✓
- Strong sense of character ✓
- Media prominence ✓✓
- Charismatic leader and great team ✓✓
- Vibrant and much improved campus ✓
- Strong recent story of bold merger ✓✓
- Reputation for world rankings & UK quality ✓
- Contender: Imperial and UCL ✓✓
- Nobel Prizes ✓✓
- Graphene ✓✓✓

Brand challenges

- Define what is distinctive
- Social responsibility – define and deliver
- What is distinctive about our student experience?
- Enhance the University's profile in US
- Promote rest of leadership team
- Focus!

HE landscape is changing

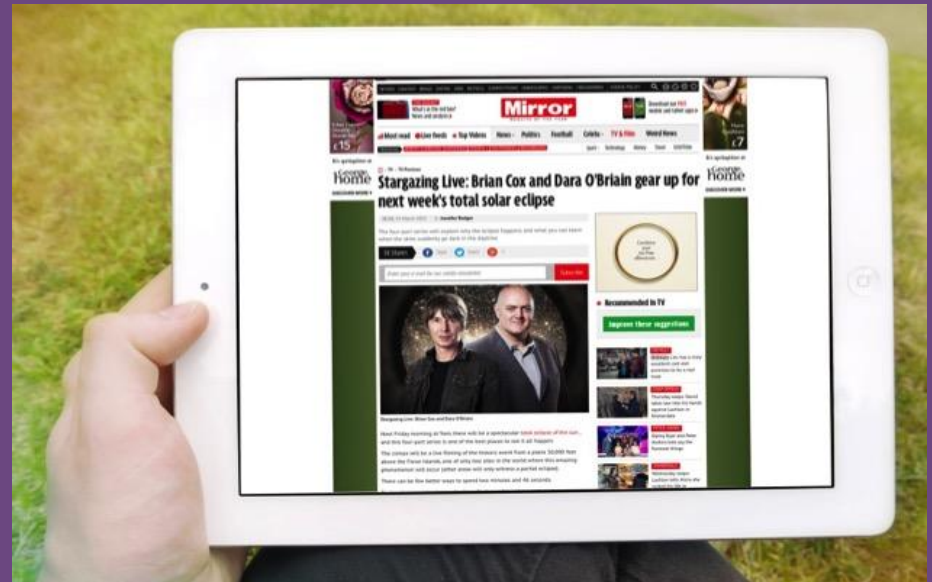
- More Universities and more students
- £9,000 fees for UK students
- Increasing competition for international students
- No cap on the students numbers
- Cuts in public funding
- Increases competition for research funds

The marketing landscape

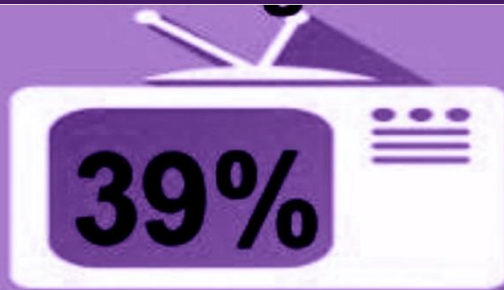
- Many other sectors are dominated by a few key brands, whilst HE is hugely fragmented with hundreds of broadly similar institutions in the UK and across the globe.
- Messaging is homogenized – “*world-class*”
- International competition is developing fast
- Differentiation is low
- There is a need to stand-out

Communications are changing

- Communications landscape has changed
- Our approach to sourcing, creating and sharing stories is changing too
- Two-way, digital and shareable content
- Proactive brand building
- Reputation protection



Where we get our news and information in 2015



Television



Social media/Online



Newspapers



Radio

Communications and Marketing Plan

Developed through the CMLT

Communications and Marketing Leadership Team

Alan Ferns, Director of Communications and Marketing (Chair)

Terry Hudghton, Head of University Marketing

Rachael McGraw, Head of Communications

Claire Kilner, Deputy Director and Head of Alumni Relations and Donor Communications and Engagement, Division of Development and Alumni Relations

Paul Govey, Head of Student Communications and Marketing, Directorate of the Student Experience

Marie Gray, Head of Communications and Marketing, Faculty of Humanities

Simon Merrywest, Director of Faculty Operations, Faculty of Life Sciences

Sali Midjek-Conway, Head of Communications and Marketing, Faculty of Medical and Human Sciences

James Tallentire, Marketing and Communications Manager, Faculty of Engineering and Physical Sciences

Andy Simmons, Content Manager, University Marketing (Secretary)

Communications and Marketing Plan

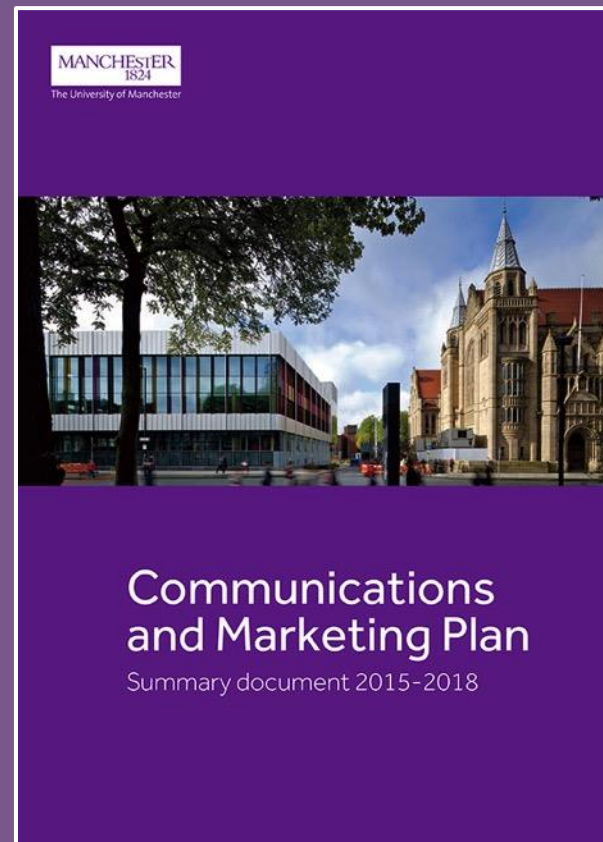
Three year
University-wide

The plan has been welcomed by:

SLT

PRC

BoG



Communications and Marketing Plan

- Gives us focus
- Aims to create distinctiveness
- Sets out our joint priorities
- Commits us all to a one-team way of working
- Provides the recipe to move... from good **to great**

Communications and Marketing Plan

Mission:

From Good to Great

Vision:

One of the top three university brands in the UK and top 25 in the World by 2020

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The University of Manchester

Communications and Marketing Principle

Communications and Marketing Principle

The most successful brands build their reputation by being:

Better

higher quality of
research and student
experience

Communications and Marketing Principle

The most successful brands build their reputation by being:

Different

bringing our
distinctiveness
to life

Communications and Marketing Principle

The most successful brands build their reputation by being:

Bigger

articulating the
advantages and benefits
of our size

Emerging Themes

- **Distinctiveness** – particularly our 3 core goals
- **Our People** – the power of staff, students and alumni
- **Internationalisation** – global reputation
- **New methods of Learning**
- **The city of Manchester** – shared aims, Northern Powerhouse
- **Campus and physical assets** – bring to life

Manchester

Priority

Encouraging a One-Team approach

- Through CMLT improve our governance, strategy and co-ordination
- Bring cohesion to our major activities
- Approve communications and marketing plans and campaigns
- Ensure activity is measured

one team

Priority

Student marketing, recruitment and admissions review

How could PSS teams across Centre, Faculty and Schools initiate, support and embed good practice in, market analysis and intelligence, student number target setting, data reporting, portfolio review, developing a distinctive brand around the Manchester student experience, course marketing and promotion, enquiry management, offer strategy, conversion, and admissions

Committed to a devolved resource model until at least the end of the Three Year Plan

Priority

Encouraging a One Team approach

Develop a community of communications and marketing professionals backed by appropriate professional training and development opportunities that will grow across the span of the plan.



Priority Distinctiveness in Research

Five Research Beacons

- Industrial Biotechnology
- Advanced Materials
- Energy
- Cancer
- Addressing Global Inequalities



Priority Distinctiveness in Teaching and Learning

A revised and distinctive package backed by a communications campaign to promote opportunities available to students studying here beyond their degree programme

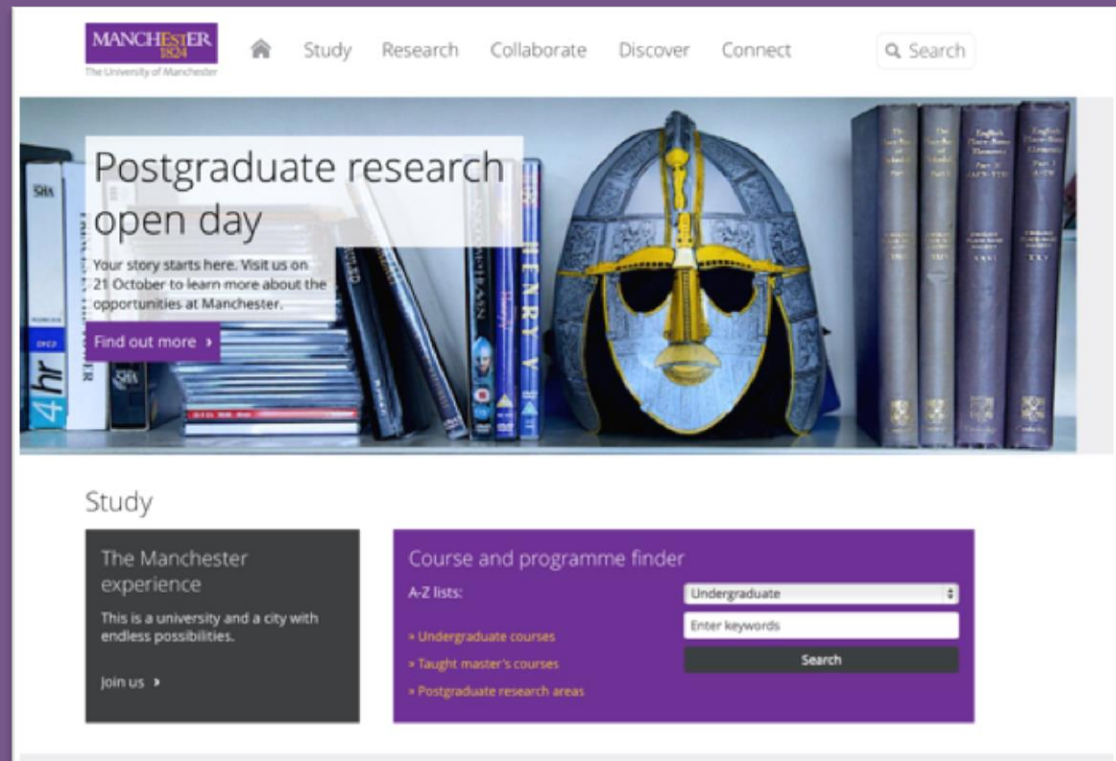


Priority Building on the success of the corporate website

More consistency
across wider web
presence.

Content more
shareable, greater
interactivity, integrating
with social media.

Removing superfluous
or obsolete content.

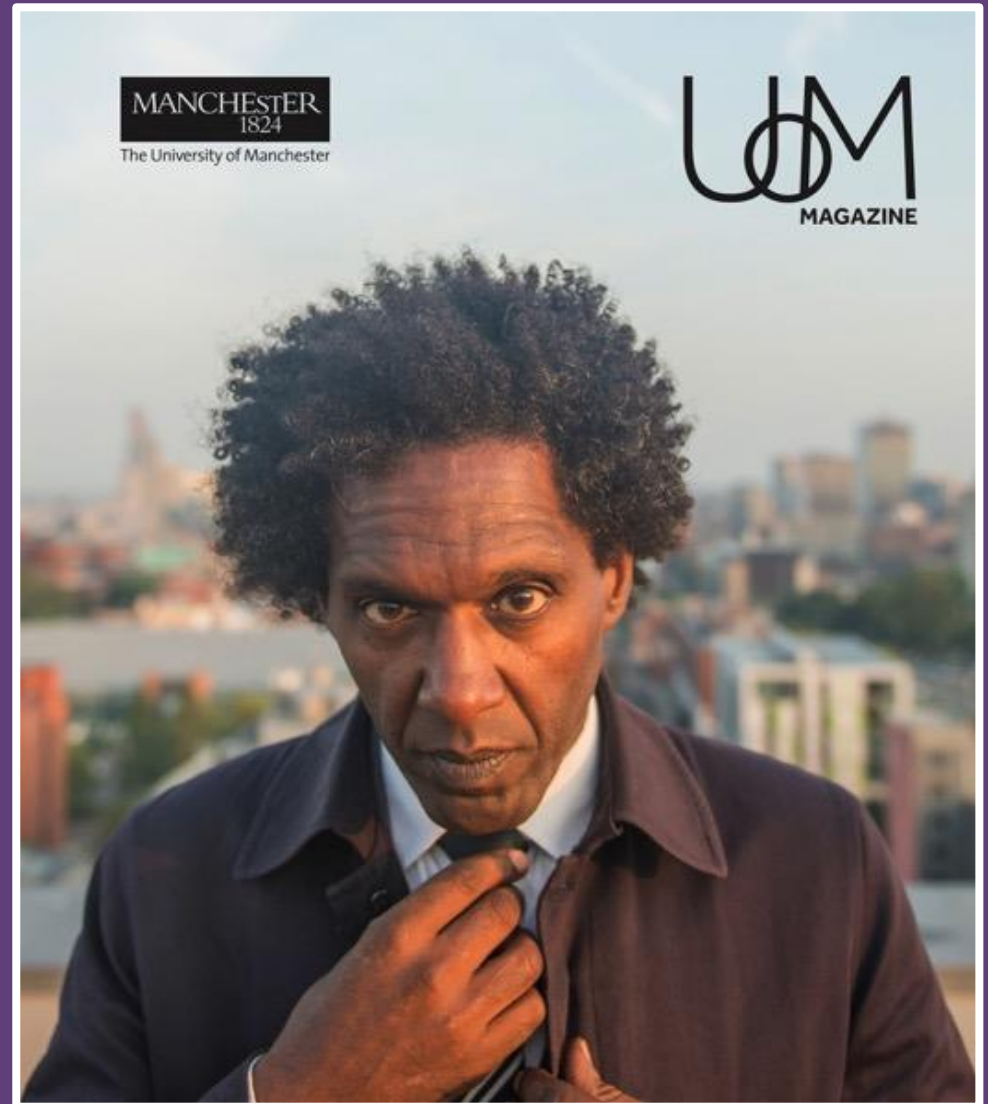


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Priority Launch new publications

Reposition *UniLife* as an external-facing magazine complemented by a digital version



Measurement

Through a basket of measures across three broad areas

- Reputation – international reputation surveys and independent opinion polls
- Pride and Engagement – of our staff, students, alumni
- Outputs – media coverage, social media engagement, website metrics

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working
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Thank you

<https://www.youtube.com/watch?v=WzZs1w3NWzg>