



The University of Manchester

Web

briefing document

Contact details

Name

School/Faculty/Department

Date

Address of current website (if one exists)

Please complete as much of the form as you can and email it to marketing@manchester.ac.uk. The Marketing Team will help with any areas you are unsure about.

Once we have agreed your brief together, we will decide whether we can deliver in-house or whether we will need to outsource.

We have a short roster of preferred suppliers who are fully briefed on our brand guidelines; working with them will help achieve overall quality and consistency across all our marketing materials. We will help you liaise with our recommended suppliers to deliver an end product that is within budget, on time, meets all your requirements and is consistent with the University brand.

1. Objectives

Target audience

Desired outcomes (what do you want people to do as a result of visiting the website?)

Key messages and selling points

2. Corporate image

How might your messages and content dovetail with any aspect of the University brand?

Overall proposition: Making things happen

The University's links to the city of Manchester (original modern)

Our size (big and bold)

Our global reach

Our impact (the power to achieve)

3. Content

Please outline the core content headings (this will help us to develop an intuitive structure).

Please detail any possible sources of video, photography, illustrations, graphics etc.

Are there any other content requirements, eg integration with third-party services like Flickr, Facebook, Twitter or YouTube?

Who will supply the content?

Who will manage and update the new pages once they are live?

We can also advise on SEO and Google analytics. Please email us at marketing@manchester.ac.uk for more information.

4. Technical/implementation

Existing content management system details
(if any web pages currently exist)

Database, integration and other technical requirements, eg web forms or other data capture, integration with course marketing data, integration with e-marketing, password protection etc

Do you want to include any video or audio content on the website? (Our preferred method of delivery is via the University's streaming server).

Required website address (if different from current address)

Do you require a marketing URL (a URL that will be promoted in other media and is easy to remember)?

5. Project management

Budget

Deadline

Please note that our preferred content management system is Terminal 4 Site Manager (T4). T4 is maintained and supported by IT Services and an online training course for new users is available. Staff who are responsible for site maintenance should ensure they complete the appropriate course in advance of assuming ownership of the site.

After the launch of your website we will not be able to update your website for you. New requests for additional functionality and changes to the design (not content) can be submitted using another web briefing document. The T4 content management system will enable you to make any amends to your content and the structure of your site in the agreed areas.