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# working **together**

**Communications and  
Marketing Conference 2016**

# Building a Reputation for Excellence in a Changing Environment

**Alan Ferns**

Director of Communications and Marketing

(From January 2017 – Associate Vice-President  
for External Relations and Reputation)

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# Changing World



# Changing HE Environment

## Teaching Excellence Framework (TEF)



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# Changing University

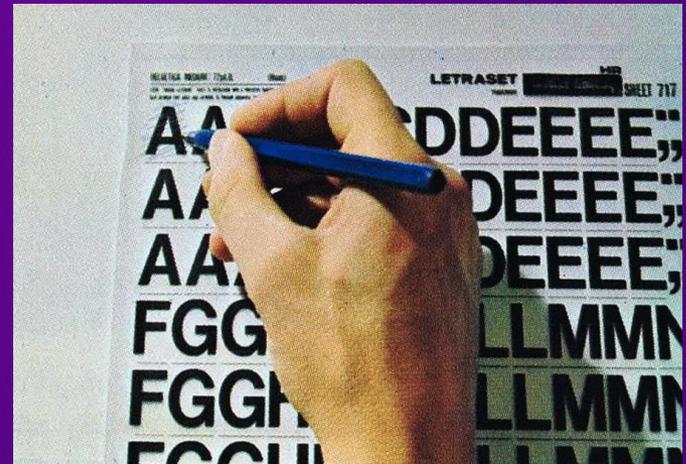


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# Changing how we Communicate

30  
years  
ago

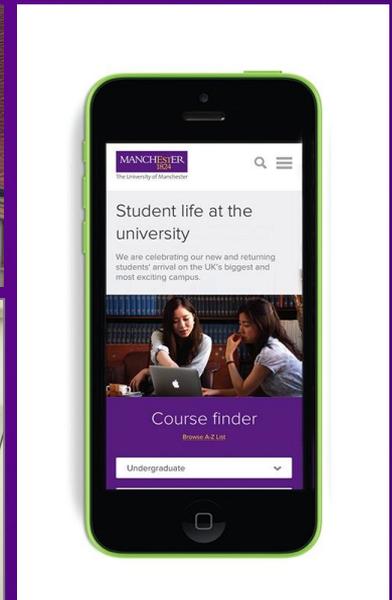


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# Changing how we Communicate

Today



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# In a changing and uncertain world - a trusted reputation and brand is key



Carnegie Mellon



JOHNS HOPKINS  
UNIVERSITY



THE UNIVERSITY OF  
CHICAGO



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THE UNIVERSITY OF  
TEXAS  
AT AUSTIN



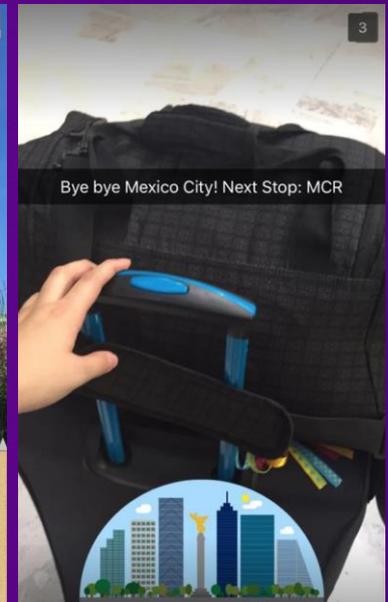
# The University of Manchester Brand is Strong

	2014	2016
<b>International reputation</b>	30th	<b>29th</b>
<b>UK reputation</b>	17.2% named Manchester (fourth in the UK)	<b>18%</b> named Manchester (third in the UK)
<b>Undergraduate applications</b>	61,285 (highest in the UK)	<b>63,980 (+4%)</b> (highest in the UK)
<b>International students</b>	9,910	<b>10,465 (+6%)</b>

# The University of Manchester Brand is Strong

	2014	2016
Media profile	24,062 stories	<b>36,269 stories (+51%)</b>
Website users	5,168,999	<b>5,322,618 (+3%)</b>
Digital and social media profile	65th	<b>3rd</b>
Internal communications	61%	<b>63%</b>

# Engaging



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# Interactive



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# Focused



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# Innovative



# STELLIFY

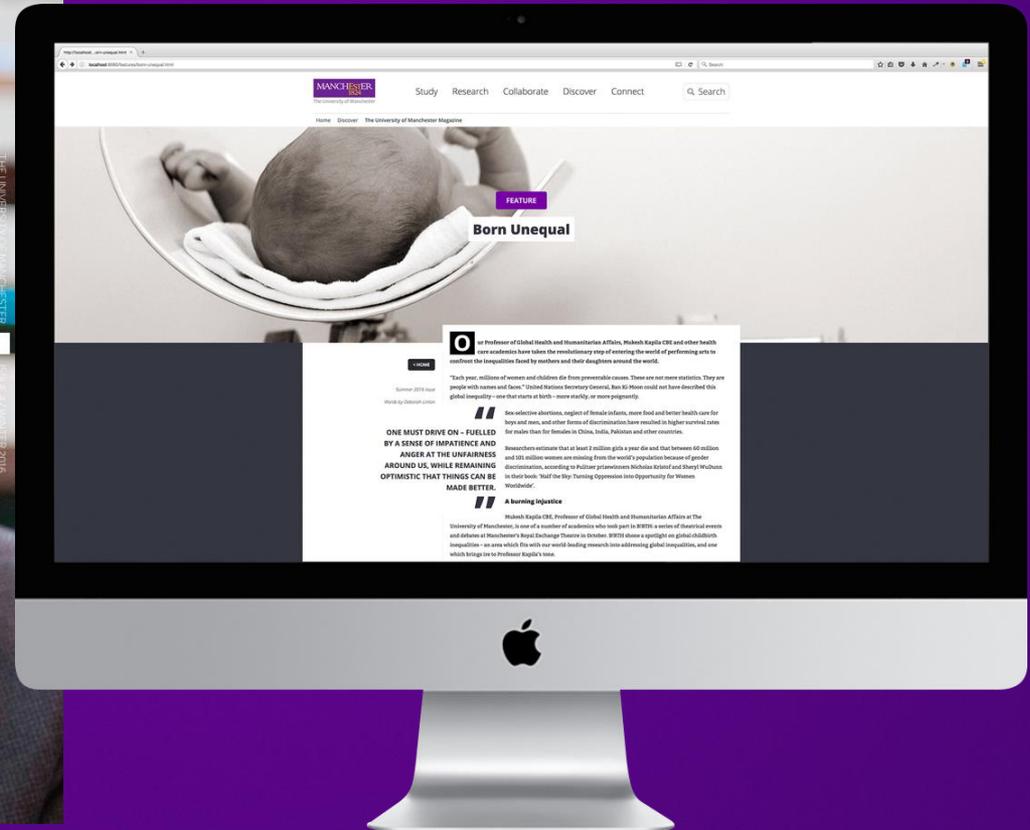
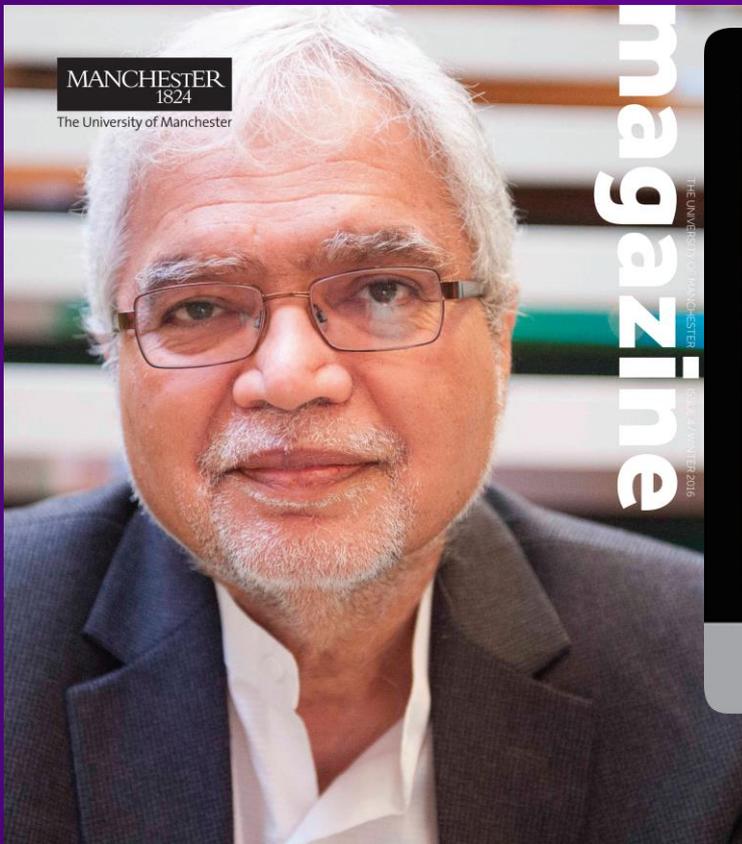
STEL•LI•FY (VERB)

to change, or be changed,  
into a star

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# Multi-Platform



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# Two-way



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# Great Storytelling





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# Relevant



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# Joined Up



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# Emotional



<https://www.youtube.com/watch?v=84Cr2AYxRXY>

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# Working Together to deliver Communications and Marketing Plan

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## Communications and Marketing Plan

Summary document 2015-2018

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## Manchester 2020

The University of Manchester's  
Strategic Plan



# Award-winning work

**N** WINNER  
NORTHERN  
MARKETING  
AWARDS 2016

Division of Communications and Marketing  
**Winner Best In-House Team**  
Northern Marketing Awards 2016

Division of Communications and Marketing  
**GRAND GOLD WINNER**  
CASE Circle of Excellence Awards 2016

CIRCLE OF EXCELLENCE  
GRAND GOLD  
**CASE**  
WINNER  
AWARDS PROGRAM

**CIPR PRIDE AWARDS**  
**2016 SILVER WINNER**

2015  
WINNER  
THE HEART  
AWARDS

Best website in the  
Schools and Education category