



## Working with the Department of Marketing

If you would like to discuss your marketing needs, your first point of contact should be your Marketing Manager. A list of the Marketing Managers and their areas of responsibility is available on our website. If your department is not listed, please contact Tina Wake, Assistant to the Director of Marketing.

Every project is different, but there are some general guidelines to follow which will help you to get the best out of us working together.

### Planning

Ideally you need to contact us 6-8 weeks before you need design and print production projects to be delivered. Many web based projects or areas where specialist services such as professional photography or filming are required, however, may need longer.

As part of the planning process, we will ask you to sign off a detailed project brief, and provide a cost code against which an agreed budget can be recharged.

### Purpose

It is important to be clear about the results you hope to achieve. We will work with you to develop a clear understanding of the marketing challenge, who your audience is and how best to communicate with them.

### People

Clearly identify at the outset the main stakeholders in any project and ensure they commit to their availability for sign-off at key stages so that projects don't get held up.

Stakeholders include those who:

- are responsible for providing content
- are responsible for signing off content or design at any stage
- are budget holders
- need to be consulted or kept informed about the project.

### Costs

The Department of Marketing's services, including design, are free. However, your department's budget will need to pay for any external production costs, for example print, photography or filming. The Design and Production Unit's expertise in print buying will ensure you get the best possible value. All costs will be clearly detailed from the outset.

We will always do our best to deliver on time and to budget, but it is important to be aware that changes to the agreed schedule, brief, or significant changes to content may affect both delivery dates and cost.

For more information see the Department of Marketing website, where you can also download complete Service Level Agreements for each Unit.

### Contact us

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Director of Marketing ..... marco.keir@canterbury.ac.uk

John Slater ..... ext 2633  
Director of Student Recruitment ..... john.slater@canterbury.ac.uk  
and Deputy Director of Marketing

Loris Loudon ..... ext 2523  
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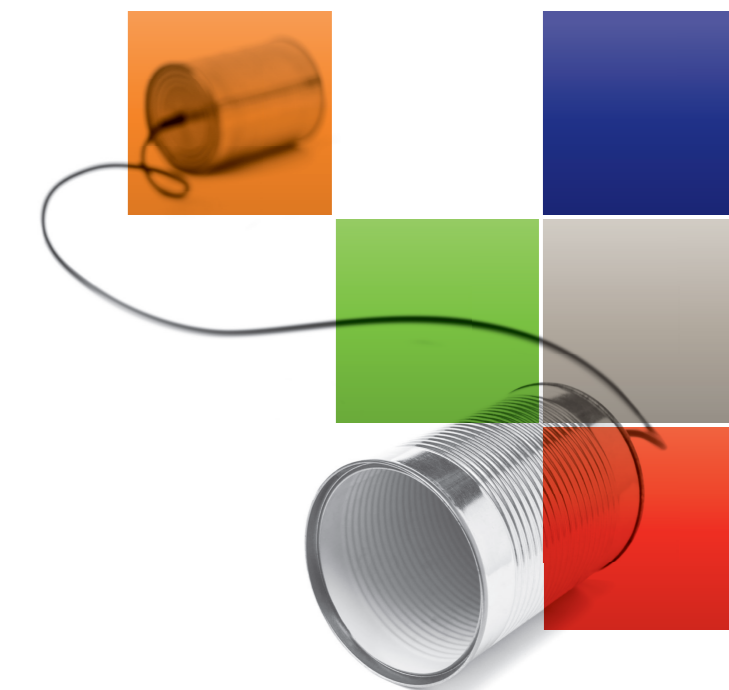
Melissa Cleary ..... ext 2823  
Corporate Communications Manager ..... melissa.cleary@canterbury.ac.uk

Jeanette Earl ..... ext 2391  
Media Relations Officer ..... jeanette.earl@canterbury.ac.uk

Ginette Casey ..... ext 2283  
Design and Production Manager ..... ginette.casey@canterbury.ac.uk

Tina Wake ..... ext 2605  
Assistant to the Director of Marketing ..... tina.wake@canterbury.ac.uk

# Getting our message across



“The new marketing structure has created... an incentive for the programme staff to think marketing, income generation and creativity.”

Ian Riddell, Business and Operations Manager, Faculty of Health and Social Care

# Getting our message across

We all have an important part to play in influencing what people think and say about our University.

Like the whole of the higher education sector, we face significant challenges in the years ahead. Our students and stakeholders demand more of us, competition is increasing and the economic landscape is changing.

It's therefore essential that we all have the right communication skills and tools to meet these challenges and new opportunities.

Our job in the Department of Marketing is to help you 'get the message across' by communicating effectively with current and future students, partners and our wider community.

In creating a Department of Marketing, the University brought together student recruitment, marketing planning, design and production, advertising, media relations, internal communications, publications, web marketing and market research.

Collectively we are working hard, with you, to build the University's business, brand and reputation.

## So how does the Department work?

The Department is led by the Director of Marketing and consists of four teams:

### Marketing Communications

Our team of experienced Marketing Managers work directly with staff in faculties and campuses to:

- plan out high impact marketing activity to maximise business and recruitment potential
- deliver cost-effective and professional digital, print and broadcast marketing material
- identify the best opportunities to promote the University's work and reputation to a wide range of external audiences.

Our market researcher also provides critical market intelligence and analysis to help shape future business priorities and decisions.

For more information on the role of the Marketing Managers please contact Loris Loudon, Lead Marketing Manager.

### Design and Production

The Design and Production Unit works alongside Marketing Managers, and central services, to develop creative marketing solutions.

The design studio, consisting of two professional Graphic Designers, delivers marketing materials that maximise creative impact whilst working within the University's visual guidelines. The unit also provides print/production buying and management.

The in-house Reprographics service continues to deliver a quality, high volume, direct service to all University staff and students.

For more information on the role of Design and Production please contact Ginette Casey, Design and Production Manager.

### Student Recruitment

Our Student Recruitment team leads on and co-ordinates the University's admissions and recruitment activity.

Specific areas of responsibility include:

- marketing of our academic programmes
- programme development consultancy
- prospective student enquiry handling
- production of our undergraduate and postgraduate prospectuses
- recruitment fairs, open days and visits
- admissions management.

For more information on the role of Student Recruitment please contact John Slater, Director of Student Recruitment.

### Corporate Communications

The Corporate Communications team actively looks for opportunities to promote the institution's brand values and key messages in the following ways:

- positive newspaper, broadcast and online opportunities in the Kent and national media
- easy-to-access web content on both the external website and StaffNET
- regular alumni communication
- professional corporate publications such as our new staff magazine 'Inspire', the Annual Report and the University's Introduction Leaflet
- informative Public Lecture Series
- engaging online and print 'profiles' of the University in partner, stakeholder and media publications
- advertising and sponsorship with impact.

For more information on the role of Corporate Communications please contact Melissa Cleary, Corporate Communications Manager.