



UNIVERSITY OF  
LEICESTER

# YOUR LITTLE BLACK BOOK

Working with the External Relations Team

We are your very own  
on-site marketing  
and communications  
service, and post-sales  
engagement experts.

## HELLO

With expertise in design, advertising, publications, photography, video, web, social media, internal communications, media relations, public affairs, events, fundraising and much more, we are your Division of External Relations.

We can help you with market research and analytics before you begin your project. We can provide support to your planning and strategy development, and we can advise you on the best ways to measure your successes and return on investment at the end of your project.

We're channel agnostic, so will choose the most appropriate channels for your needs. We also manage some key platforms to help you deliver your messages to your audiences with integrity and imagination.

We are responsible  
for bringing the  
**corporate strategy**  
and educational  
agenda to life.

## WHAT WE DO

We work on building our reputation, meeting recruitment and fundraising targets, promoting our research and ensuring we engage with all of the University's stakeholders, both internal and external.

Margot Burke, the University's Chief Marketing and Engagement Officer, leads the team, which includes recruiters (local and global), fundraisers, events specialists, marketers, analysts (all kinds), advertising planners and buyers, journalists, videographers, designers, digital specialists, admissions managers, issues management, PR specialists, and other creative staff, meaning you are in safe hands.

To tap into our expertise, all you need to do is contact us.

## HOW WE CAN HELP

We can deliver market intelligence, create a communications plan, implement an event, give a tour, develop creative and tactical content, source philanthropic funds, avoid a crisis, and much more.

Our process is simple. If you have a project, an issue or an idea, we ask you to complete a brief and make contact with us. This brief will be sent to the most appropriate area and person to assist you with your request.

We also manage a list of approved suppliers and agencies who have been firmly vetted to provide great work at competitive prices, ensuring that all of your needs can be met within your timeframe and budget.

We will direct you to the relevant person, or form a project-specific team just for you.

## WHO TO CONTACT

To discuss your idea and request support, simply email: [ERD-requests@le.ac.uk](mailto:ERD-requests@le.ac.uk) or call: **0116 223 1756**.

Let's start with our brand because it's at the heart of all of our activities.

## OUR BRAND

Recognised internationally as one of the best British and global universities, we enjoy a solid record of research discovery, a well-earned reputation for teaching innovation, and proven success in promoting access to higher education.

Our brand is one of our most valuable assets, central to our reputation, which is why we need to treat it with care. From our corporate colours to our writing style, it encompasses everything we do. Therefore, it needs to be used appropriately and consistently to safeguard our impact and visibility.

### **We can:**

- Supply you with our Visual and Verbal Identity Toolkits, which feature advice on our design and writing styles
- Explain how our brand applies to your audience
- Work with you to connect your key messages and areas of strength to our brand values

All great  
communications  
start with a strategy.

## STRATEGY & PLANNING

We can help you to develop a multichannel content strategy that will give your project a purpose and direction, ensuring you stick to timelines and make the most of your budget.

If you are looking to develop a new course, our strategic marketers can offer you support to develop a product strategy across our whole portfolio, and if advertising is part of your plan – whether that be a one-off ad or a whole campaign – speak to us. By working with our advertising partners, we can ensure you have access to the latest opportunities at the best prices.

**We can:**

- Help you to develop a strategy
- Provide evidence and advice on modifying your existing products
- Offer you insights and evidence to inform your product development
- Help you decide the most effective advertising channel (digital, outdoor, print, social, radio or pay-per-click)
- Design your advertising materials
- Advise on measuring success

Standing out  
from the crowd.

## CONTENT

Content is important as it helps you to convey your key messages and our brand. Developing the right collateral can help you tell compelling stories about research, teaching, staff and students.

We can work with you to create useful, engaging and shareable content that will resonate with your audiences. From video to imagery and web copy to magazines, our award-winning content producers are skilled across all communication platforms. We also produce an array of print material which may be beneficial for your own projects.

### **We can:**

- Help you develop a content strategy
- Provide you with our Tone of Voice and Style Guide
- Help you decide whether your content should be written or visual (or both), online or offline (or both)
- Give you access to our image library
- Offer training on how to shoot films
- Produce videos in broadcast-standard 4K format
- Recommend approved freelance photographers and film producers
- Supply you with copies of our various printed publications

Presenting your  
messages to the  
University and beyond.

## MEDIA & COMMUNICATIONS

Along with being your source of information on what's happening at the University, we provide you with a way to have your voice heard, and our door is always open in times of crisis.

We work closely with all departments across the institution, supporting communications, and producing rich and varied content to promote and enhance our reputation as a world-class university. This includes identifying media appearance opportunities, helping you to establish the public interest angle of your research, and offering you advice on interacting with journalists.

### **We can:**

- Supply you with our Internal Communications Guidelines
- Provide strategic communications support to major projects
- Write and distribute news releases and features for targeted media
- Help you craft thought leadership opinion pieces for your areas of expertise
- Feature your expertise in our online media experts guide
- Access media monitoring information
- Include your content on the staff website and in the weekly *Insider* e-newsletter
- Manage and disseminate all-staff emails

Whatever your  
visual communication  
needs, we can help.

## DESIGN

Our in-house creative team produce design and artwork for all kinds of communication material, from traditional print to digital. All you need to do is fill out the briefing form so that we can assess your needs.

All materials designed and printed for our University must align with our visual identity, and all paper and large format materials must be printed by our in-house print service.

**We can:**

- Provide graphic design and artwork
- Print large format posters for conferences from your files
- Offer advice on our visual identity for print, merchandise and public display
- Put you in touch with our approved merchandise suppliers
- Help you to translate your designs for the web
- Design email templates for e-newsletters for external audiences
- Create specifically designed digital signs

Breathing  
life into  
your online  
messages.

## DIGITAL MEDIA

If you're looking for a great online presence, our team is on hand to support you. Whether you need engaging content for your webpages or social media expertise, we can help.

We also manage the University's corporate webpages and a number of central University social media accounts, which can be great platforms for you to share your content with our wider audiences.

### We can:

- Help with the planning, visual design, web accessibility, search engine optimisation (SEO), structure, and user support for your webpages
- Arrange training on how to structure your webpages, write for the web and use social media
- Offer guidance on how to edit content on the website
- Help you with web analytics and insight
- Offer support if you are developing new mobile apps or strategies
- Work with you to develop your social media strategy
- Support you to set up and manage your own social media accounts
- Recognise your account as an official University account for access to additional support and content

Attracting  
future students  
from across  
the globe.

## STUDENT RECRUITMENT

From primary schoolchildren through to mature learners, we work with a range of individuals on campus and throughout the UK to introduce them to higher education.

We have knowledge and experience to provide you with professional support and guidance on international engagement, collaborative partnerships and mobility. By tapping into our expertise, you will gain a deeper understanding of the global recruitment context and access support for your priorities.

### We can:

- Provide advice and guidance on all aspects of outreach and engagement
- Collect, analyse and disseminate information to support recruitment
- Run training on safeguarding information and help with Disclosure and Barring Service (DBS) applications
- Supply data to help you understand your college and departmental demographics
- Offer help to develop your international plans and activities
- Create and advise on emails, webchats and outbound telephone campaigns
- Provide market intelligence and analysis for international markets
- Manage an international agent network to support your priorities
- Advise on using scholarships effectively
- Manage outward and inward student mobility and institutional partnerships

The admission  
of all students to  
our University is  
managed by us.

# ADMISSIONS

Fairness and transparency is our mantra for all applications we receive.

We work with you to agree the entry requirements for all University programmes. We also manage the annual Confirmation and Clearing event where approximately 5,000 applicants are processed over the course of a weekend.

**We can:**

- Process all undergraduate and postgraduate applications for campus-based courses
- Handle any admissions enquiries
- Make offers to applicants
- Check matriculation requirements
- Assess fee status and eligibility for scholarships
- Offer advice on both home and international qualifications
- Provide documentation to international applicants in support of their visa application process

Building connections  
with our global  
alumni community.

## ALUMNI RELATIONS

Relationships with our former students extend well beyond their graduation day. We build long-lasting connections with our alumni, inspiring them to remain part of our Leicester family.

Working alongside you, we maintain strong links with our graduate community of 170,000 alumni as well as parents, friends and supporters, through an exciting programme of events, services and communications.

### **We can:**

- Offer advice and help with your alumni engagement activities
- Discuss opportunities for exclusive benefits and services you can offer to our alumni
- Supply you with alumni data to support your communications, marketing, events and analysis needs
- Connect you with relevant alumni for your projects
- Put you in contact with the Standing Committee of the Alumni Association

Raising funds to  
secure our future.

# FUNDRAISING

We raise philanthropic funds which are vital for the continuing development of our University. We can advise you about attracting philanthropic support for your work and help you to properly manage and steward any gifts you receive, whatever the size.

If you are seeking corporate sponsorship for an event or activity, let us know as we might be able to refer your proposal to one of our supporters or companies we have a relationship with.

## **We can:**

- Provide advice on philanthropic endeavours to ensure sensitive, timely donor care and attention to detail
- Maximise philanthropic donations by securing any eligible Gift Aid
- Support you in developing a compelling Case for Support and donor impact reports
- Help you to identify and bid to appropriate charitable trusts or foundations
- Advise you on 'in memory of' fundraising
- Ensure your philanthropic activity complies with the Fundraising Codes of Practice, relevant legislation, and the University's gift acceptance policy

Opening our doors to  
the local community  
and beyond.

## EVENTS

We organise and facilitate public-facing and reputationally important events that showcase and celebrate our work and achievements across campus.

We can also advise you on all aspects of event development and delivery. Talk to us in advance of any invitations you are considering sending to politicians and high profile speakers so that we can work with you to ensure maximum value of promotion, and that security considerations are managed.

### **We can:**

- Provide you with our Events Toolkit and 'How to...' guides to support your departmental events
- Book the Fielding Johnson Building square or the Fielding Johnson Building lawn for your event
- Include your event in our online events listing and the *Insider* e-newsletter

Making art  
inclusive and  
accessible for all.

# ATTENBOROUGH ARTS CENTRE

With more than 90,000 visitors annually, our award-winning Attenborough Arts Centre plays a key role in supporting staff, students and the community through the provision of a year-long, seven days a week, arts programme.

In addition to offering daily performances, exhibitions, courses and community events, we work closely with a wide variety of departments to provide training, team, and skills development through arts-based activity, linked to growing confidence and awareness in equality and inclusion.

## We can:

- Support staff and student skills development, health and wellbeing
- Offer special rates on performances and courses
- Provide discounted venue hire
- Lead and advise on public art across campus including managing the University art collection
- Manage and distribute student music scholarships
- Advise and support staff wishing to work with artists including for residencies and applying for Leverhulme grants
- Offer expertise to applications for arts grants
- Provide a public interface for the dissemination of research

**Please note:** We plan our exhibition programme two years in advance, and our public programme six months in advance, with January and July deadlines.

Growing knowledge  
in beautiful  
surroundings.

## BOTANIC GARDEN

Spanning 16 acres of beautifully cultivated grounds and greenhouses, our own Botanic Garden is a major visitor attraction in the region, with more than 40,000 visitors annually.

Underpinning research and teaching activity for many of our departments, the Garden also delivers a large schools programme. Covering all areas of the curriculum, from primary through to tertiary education, we also offer adult courses. Contact us to discuss ideas for using the Garden to further your stakeholder engagement activities or ideas about boosting recruitment.

**We can:**

- Help support your research projects
- Identify options for use of the Garden as a venue
- Give access to school groups
- Provide you with our quarterly newsletter to keep up-to-date with our activities



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