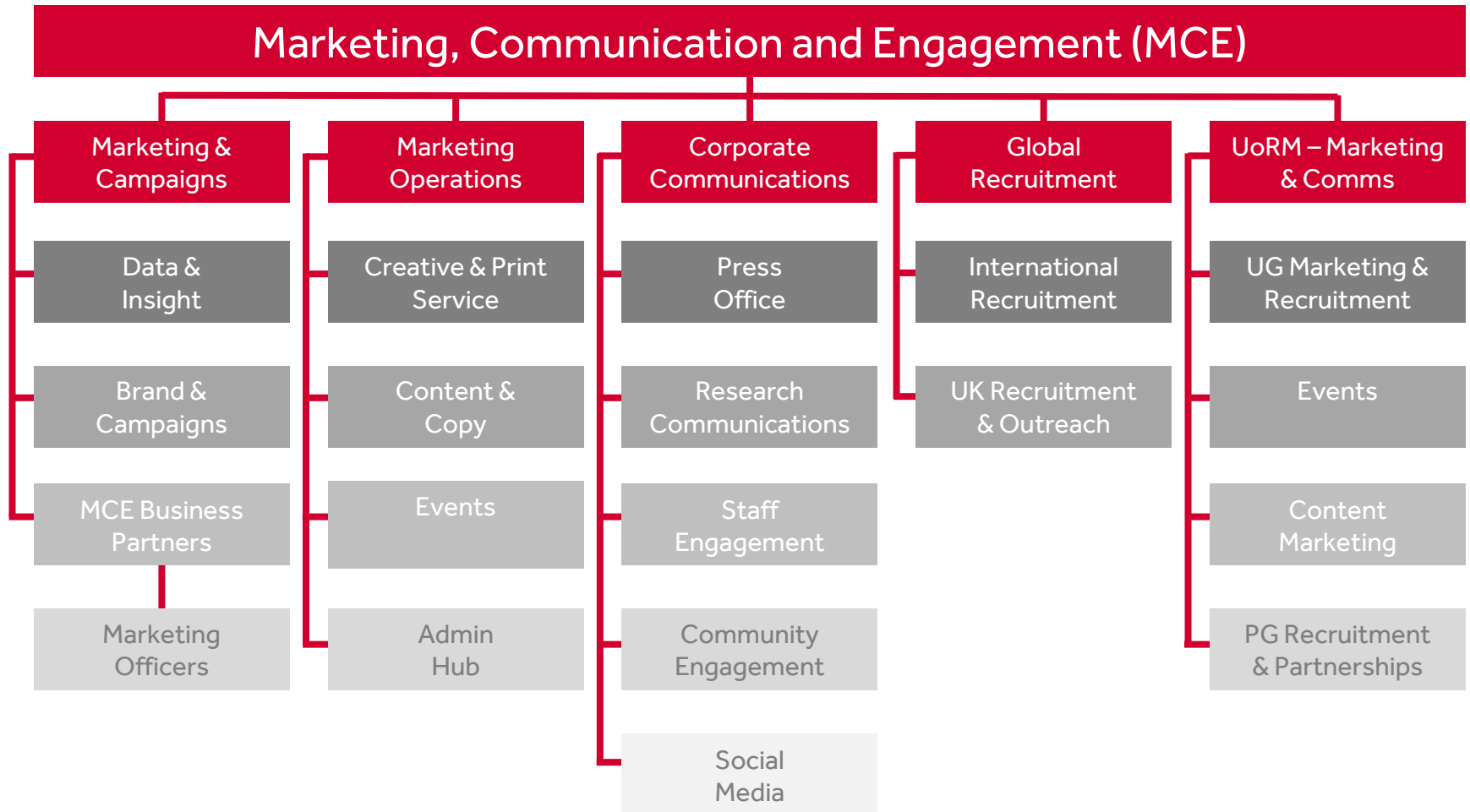


MARKETING, COMMUNICATION AND ENGAGEMENT



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MARKETING & CAMPAIGNS

- Strategic marketing planning and development
- Creative and brand strategy
- Market research and insight
- Brand management
- Advertising campaigns
- Relationship management



- Content and copywriting
- Discover Reading
- Creative design studio
- Print reprographics
- Film and photography
- Events
- MCE admin hub



CORPORATE COMMUNICATIONS

- Press Office
- Research communications
- Internal communications
- Community engagement
- News and media management
- Tone of voice
- Social media



GLOBAL RECRUITMENT

- UK and international student recruitment and outreach (including widening participation)
- Internationalising the university
- Recruiting and managing agents
- Working with international sponsorship bodies



UORM COMMUNICATIONS

- Representing the centre
- Brand strategy and implementation
- Coordinating marketing plans and activity
- Staff engagement



PARTNERSHIP AGREEMENT

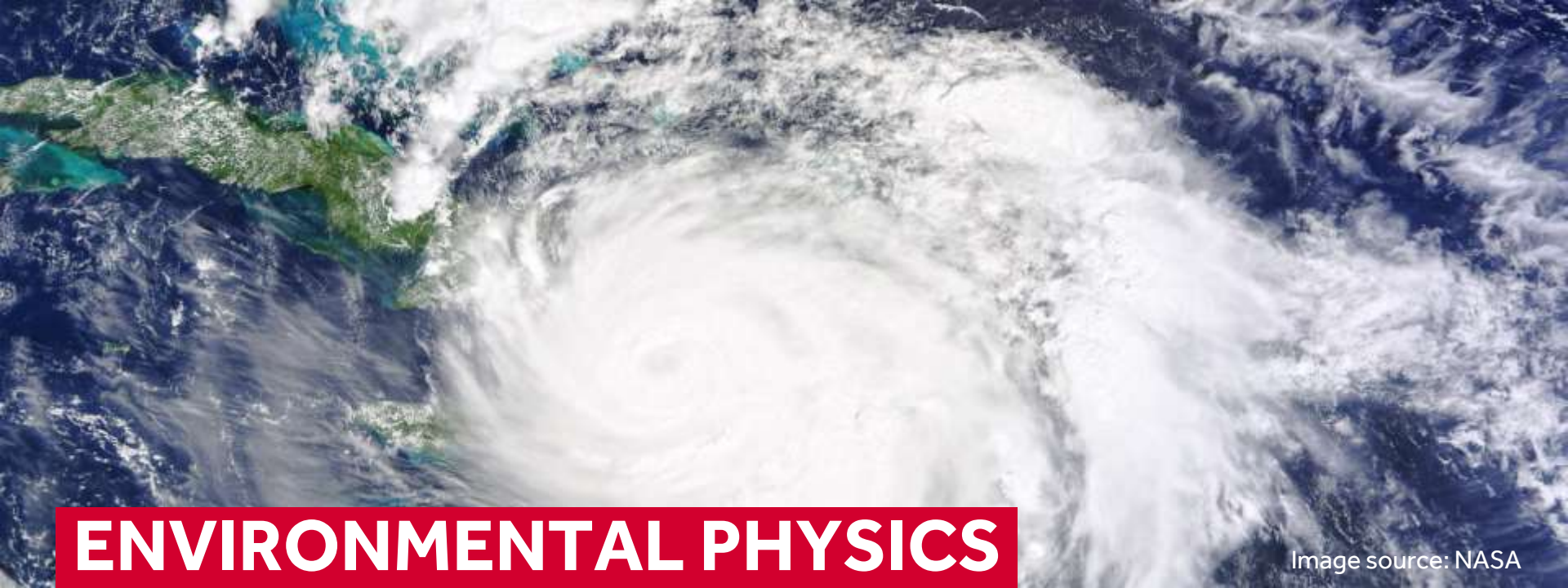
- Under development
- Outline requirements of MCE and Schools
- Intention to hold a set of drop-in MCE roadshow sessions

A photograph showing the Earth's horizon from space, with a vibrant green aurora (northern lights) glowing across the upper atmosphere against a dark, star-filled sky.

ENVIRONMENTAL PHYSICS

Image source: NASA

- Understanding the market
 - Review of undergraduate (UG) Physics market 2013/14 and 2014/15
 - Specialist areas
 - Focus on particular areas of interest: meteorology, environment, satellite, applied



ENVIRONMENTAL PHYSICS

Image source: NASA

- What has been done to drive applications?
 - Business-as-usual activities, including UCAS/HE and overseas fairs, agent briefings, Open Days, targeted communications
 - 'Magnificent Maths' taster days
 - Maths Scholars
 - Year 10 Meteorology day
 - Meteorology Year 12 Climate Seminar
 - Year 11 HE Study Higher event
 - 'Physics' in A-Z of printed UG prospectus and Discover Reading website, plus subject web page



ENVIRONMENTAL PHYSICS

Image source: NASA

- In the pipeline?
 - Interviews with A level Physics teachers
 - Consider a Met-specific day, for Year 12 in the summer or Year 13 in the early autumn, targeted at students met at UCAS events and Open Days

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