

# THE AWARDS 2021

## Outstanding Marketing/Communications Team

<b>Institution name</b>	Swansea University
<b>Submission title or project name</b>	UK and International Recruitment 2020
<b>Nominee/key personnel</b>	The Marketing, Recruitment and Internationalisation Directorate
<b>URL</b>	
<b>Submission</b>	<p>The Marketing and Communications Team at Swansea University has been responsible for increasing student recruitment from both home and international markets during a global pandemic.</p> <p>Clear, transparent, timely communications with our applicants played a vital role, as did a switch from out of home to 'in home' advertising. We developed new products, including both undergraduate and postgraduate January entry points, which allowed students more flexibility.</p> <p>The agile move to offering January entry, combined with offering online only for students who couldn't travel, allowed our international numbers to grow. The move to virtual recruitment events ensured equality of applicant experience for home and international students. The virtual events broadened our UK footprint, allowed greater access to academics and allowed applicants to be in regular contact with current students.</p>