



UNIVERSITY OF  
BIRMINGHAM

***THE Awards 2019 – Outstanding Marketing Communications Team***

Institution/Nominee	University of Birmingham
Title	Building International Research Reputation: Quest – Constantly Questioning
Key personnel	Jo Kite, Director of Communications Richard Smith, Head of International Reputation Tomas Badger, Marketing Officer Tony Moran, International Communications Manager Professor Nic Cheeseman Claire Doggett, Head of Brand and Campaigns
URL	<a href="http://www.birmingham.ac.uk/quest">www.birmingham.ac.uk/quest</a>
Submission	<p>The University of Birmingham's strategic vision for 2026 is to intensify research, growing output and strengthening the translation of research into economic and societal benefit.</p> <p>The Communications and Reputation Team are critical to this success. In 2017/18 the team developed a strategy to support the delivery of this objective, winning the support of senior leaders. Success was measured through a series of challenging, smart objectives.</p> <p>Through the innovation, commitment and expertise of the Communications and Reputation team, and the high levels of collaboration with researchers, the team designed and delivered a new international campaign called 'Quest – Constantly Questioning' and have delivered on all objectives supporting research reputation.</p> <p>Not only has Quest reached 10m people in 25 countries, with over 350K engagements, but the number of highly cited researchers has also increased. Additionally, significant advances have been made in 3 international league table rankings, and support for researchers has grown to 350 individuals.</p>