



Loughborough University

THE Awards 2019 – Outstanding Marketing Communications Team

Institution/Nominee	Loughborough University
Title	People, Pride and Passion
Key personnel	Emma Leech, Director of Marketing and Advancement Colleagues across the Division, wider University and within Loughborough Students' Union
Submission	<p>A uniquely integrated and collaborative approach to marketing and communications built on people, pride and passion has powered impact, innovation and income at Loughborough University.</p> <p>Focused on engagement, inclusivity, belonging and advocacy, Loughborough has delivered increases in income, recruitment, brand and media impact using leading-edge practice from outside HE including 24/7 digital and social media engagement, influencer and advocacy, and in-bound marketing.</p> <p>From a sector-leading graduate intern talent pathway, high impact CSR initiatives, and inclusive communication campaigns to delivering a sea-change in alumni engagement and philanthropy, Loughborough's #LboroFamily thematic has brought together initiatives as diverse as the UK HE's first ever marketing use of live reviews on a university website to a breath-taking Red Arrows fly-past at graduation to build brand, profile and reputation. The team's people focused communications campaigns have also supported both student and staff recruitment to achieve incredible results without external agency support.</p>