



THE Awards 2019 – Outstanding Marketing Communications Team

Institution/Nominee	University of Salford
Title	Engaging and Bold – University of Salford Marketing Team
Key personnel	Hannah Burchell, Associate Director, Marketing and Communications
Submission	<p>In just over two years, the marketing and communications team has delivered a step change at the University of Salford.</p> <p>With Market Insight leading a full programme review, we have realigned our offer to meet the demands of business and fill the skill gaps of today and tomorrow. Insight also led an overhaul of fees for international and postgraduate students to further improve the clarity of our offer.</p> <p>We have taken that proposition to market with a succession of innovative campaigns. Darker and edgier, and very much staying away from traditional HE marketing, our campaigns have delivered real impact. Student numbers have grown 16% in the past two years and overall income has increased 13% over the past four. Our campaigns have also delivered an 18 % increase in school leavers.</p> <p>Our approach has been engaging, market-beating and bold.</p>