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# SSR Staff Information Sessions

External Engagement Division

**Marketing Services and Communications  
Services**



# Foreword



- We don't know what we don't know
- Commitment to implementation
- Finishing at 10 mins to 10am
  - Questions - FAQ or direct to SSR Team

# Plan



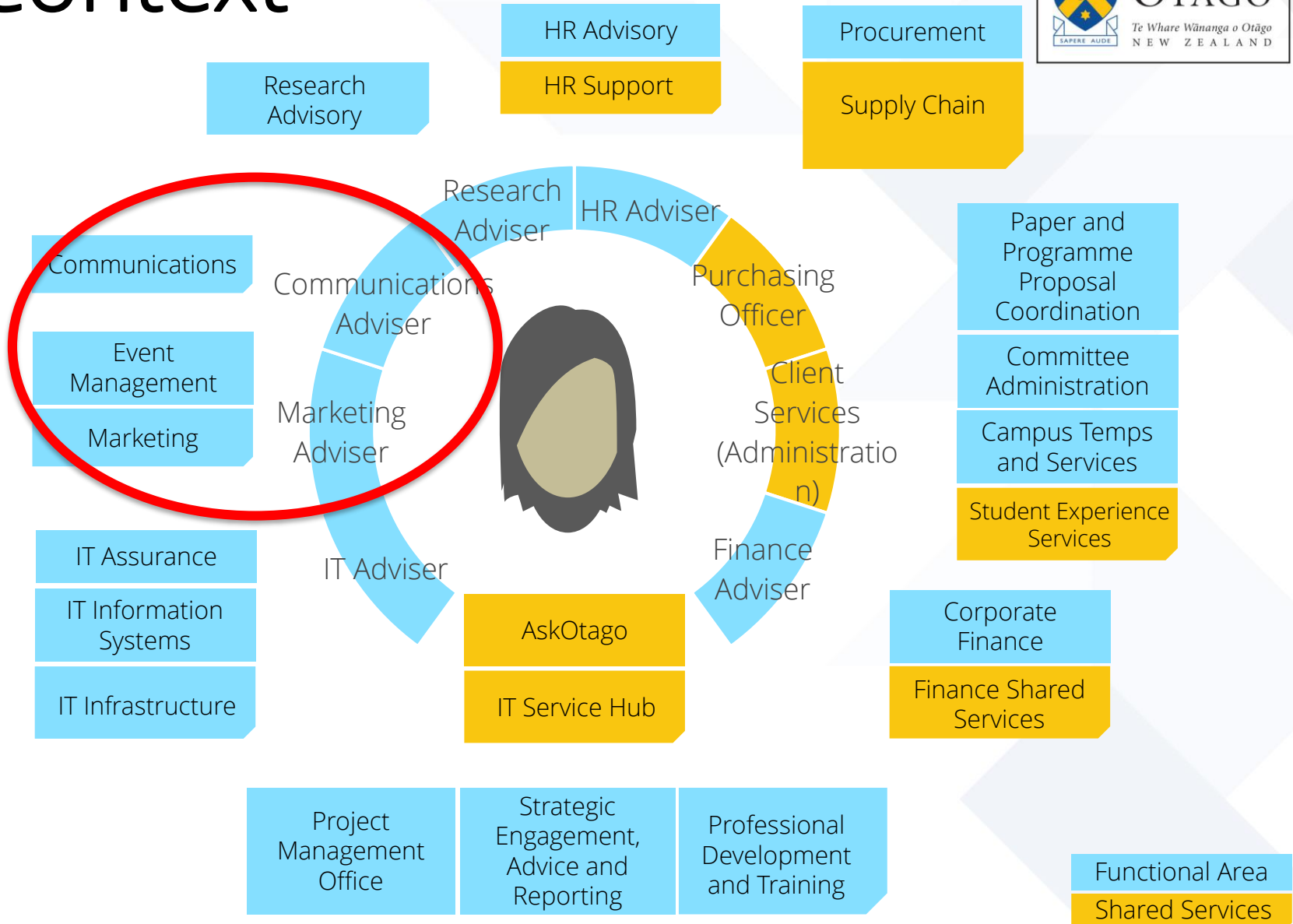
- Compartmentalised approach
- 2 March: Shared Services Division (available on the SSR website)
- 12 March: Finance (available on the SSR website)
- 23 March: Administration (Client Services) (available on the SSR website)
- 29 March: Student Experience (available on the SSR website)
- 5 April: AskOtago (available on the SSR website)
- 19 April: IT (available on the SSR website)
- 27 April: Human Resources (available on the SSR website)
- 2 May: Christchurch

# Purpose



- To provide more details on the functional areas of marketing and communications.
- To provide information about the organisational structure.
- To provide information about the implementation of Marketing Services and Communication Services and the progress that has been made to date

# Context



# External Engagement



DEPUTY VICE-CHANCELLOR  
EXTERNAL ENGAGEMENT  
**Professor Helen Nicholson**



DIRECTOR MARKETING  
**Todd Gordon**



DIRECTOR INTERNATIONAL  
**Jason Cushen**



STRATEGY AND  
POLICY ADVISOR  
**Pete Bernhardt**



EXTERNAL ENGAGEMENT  
MANAGER (AUCKLAND)  
**Lynley Browne**



HEAD OF SCHOOLS'  
LIAISON  
**Rhonda Brodie**



DIRECTOR COMMUNICATIONS  
**Megan McPherson**



DIRECTOR DEVELOPMENT &  
ALUMNI  
**Shelagh Murray**



MANAGER UNDERGRADUATE  
ENTRANCE SCHOLARSHIPS  
**Dr Robin Quigg**

# Marketing and Communications



- Marketing and Communications are different disciplines
- Marketing and Communications have been separate entities centrally since mid 2015

# Marketing



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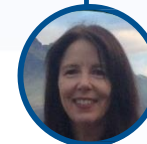
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# Marketing service



## Aim

to provide a comprehensive, coordinated, accountable and professional marketing service that is resourced and skilled to adequately manage and meet the marketing needs of the University.



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ADVISORY



DESIGN  
**LUKE  
CALDER**



EVENTS  
**LUCY WISEMAN**



CONTENT



PUBLICATIONS



WEBSITE



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# Marketing



- Oversee and manage the University's marketing programmes and strategic brand development across key markets.
- Campaign coordination and execution



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# Design



- Provide graphic design solutions, brand support and design resources
- Ensures advertising material is effective and represents the University brand correctly



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# Marketing Advisory



- Provides marketing advice and services to corporate, academic, and service divisions and departments, grouped into client portfolios. The service will support PVCs, HoDs and managers.
- Staff embedded in Divisions and at UOC and UOW





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# Events service



- Likely to have some staff embedded in Academic Divisions and UOC and UOW
- Will oversee major events and provide guidelines for smaller events



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# Content and Publications



- Oversees production of content for web and hardcopy.
- Publications includes various prospectuses and guides to the University



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# Web

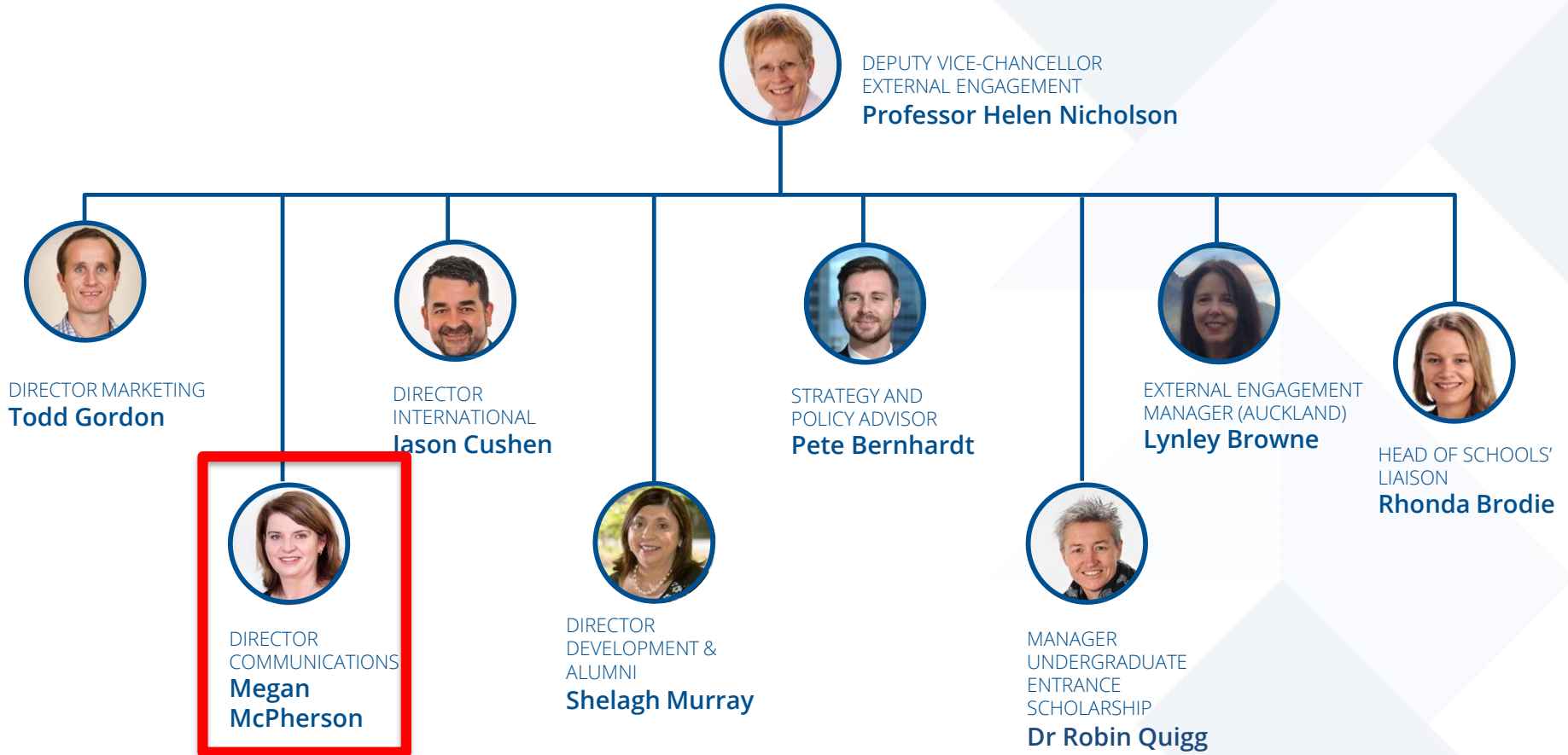


- Web design and development
- Will work closely with web development experts in ITS

# Questions



# Communications





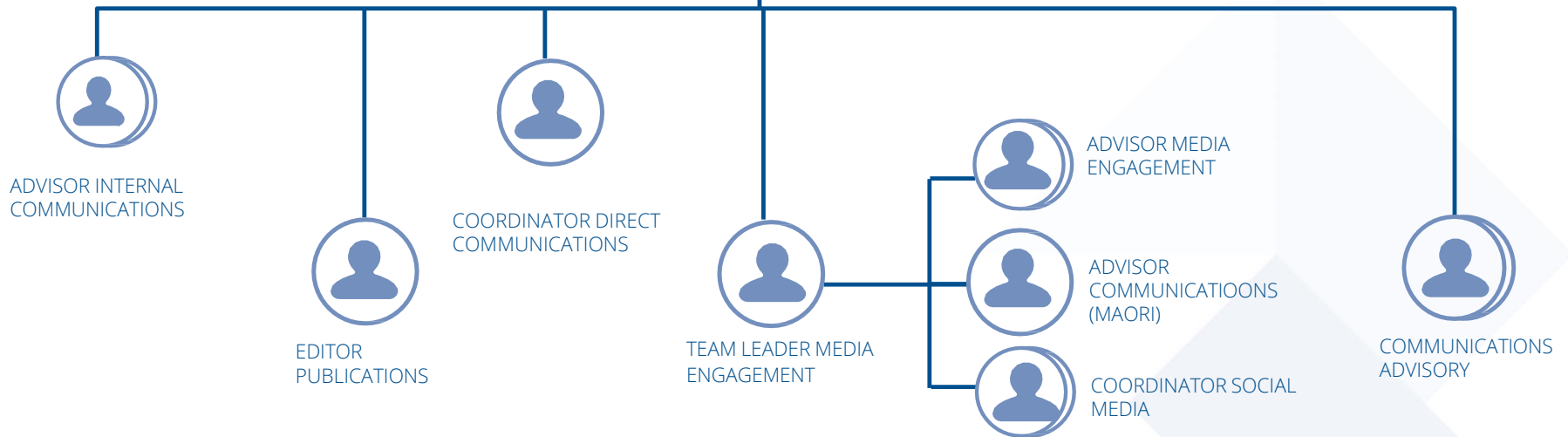
# Communications



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# Communications



Communications role is to enhance and protect the University's reputation and to advance its strategic imperatives.

This is achieved through supporting effective engagement with the University's internal and external audiences and stakeholders.

# Communications



- The changing environment the University works in.
- The response - five service areas.

# Communications



- External Communications: Proactive and reactive media engagement.
- Social media: Coordinates, manages and delivers the University's social media presence.
- Internal Communications: Keeps the University's internal audiences and stakeholders informed of, and engaged with, relevant information. This area includes the **Otago Staff Bulletin**, emergency communications and media monitoring.
- Publications and direct communications: Flagship publications.
- Communications Advisory: Providing communications advice and services to corporate, academic, and service divisions and departments.

# Questions



# The next stage



- Progressively work to fill new roles within the structure – particularly in Events, Marketing Advisory and Communications Advisory, Marketing Specialists.
- Consultation regarding service provision, with groups within each University division is continuing.

# By end of 2018



- The appointment processes for the majority of marketing services and communication services teams will be complete
- All of the Dunedin based staff in the Division will move to the ground floor of the the Clocktower

# Positioning Otago



- Changing the University's support services operating model is a major undertaking.
- We are doing this to remain sustainable and set our own direction.
- This will support Otago's reputation for excellence in teaching and research into the future, and maintain and grow the unique Otago student experience.



# What's next



- Wellington 11<sup>th</sup> May
- Space (tbc)
- Shared Services Director (tbc)
- More information will be also be available through the SSR newsletter and website.
- Use the 'Have your say' section of the SSR website if you have a question.