



University of Otago

MARKETING SERVICES

Marketing Services comprises:

- ▶ Marketing Advisory – embedded in divisions and services
- ▶ Events Service
- ▶ Web Design
- ▶ Marketing – manages the University's marketing programmes and brand
- ▶ Graphic Design
- ▶ Content
- ▶ Publications

Marketing Advisory – embedded

- Will provide marketing advice and services to support Pro-Vice-Chancellors, Heads of Departments and managers
- Advisors will work on marketing plans to help divisions, departments and services achieve their strategic objectives
- Will work closely with the central team in Marketing Services to execute the marketing activities

Some of these staff are still being recruited. At full-strength, the advisory team will comprise a team leader and eight full-time and part-time advisers. This will include 0.8 on the Wellington campus and 0.5 on the Christchurch campus. They will be allocated portfolios and will be embedded in the corporate area and academic and service divisions.

Events Service

- Oversees events of significance – including tertiary open day, high level international guests, Alumni functions and Inaugural Professorial Lectures. The service cannot provide everything, so will create a clear toolkit and guidelines for smaller events, such as departmental seminars, leaving functions for staff etc. This service is not involved with training and teaching events.

The Events Service is made up of:

- A manager and nine staff based in the Clocktower building in Dunedin, plus:
- 0.5 on the Christchurch campus
- 0.5 on the Wellington campus

Web Design

- Improve website performance and users' experience through design, and a content structure tailored to the digital environment
- Updates University webpages as requested – please send inquiries to: webservices.support@otago.ac.nz
- Will work closely with web development experts in the Information Technology Services Division

Marketing

- Oversees and manages the University's marketing programmes and strategic brand development across key markets
- Develops integrated marketing campaigns to meet the strategic objectives of the University and its divisions and departments
- Nurtures sponsorships

Graphic Design

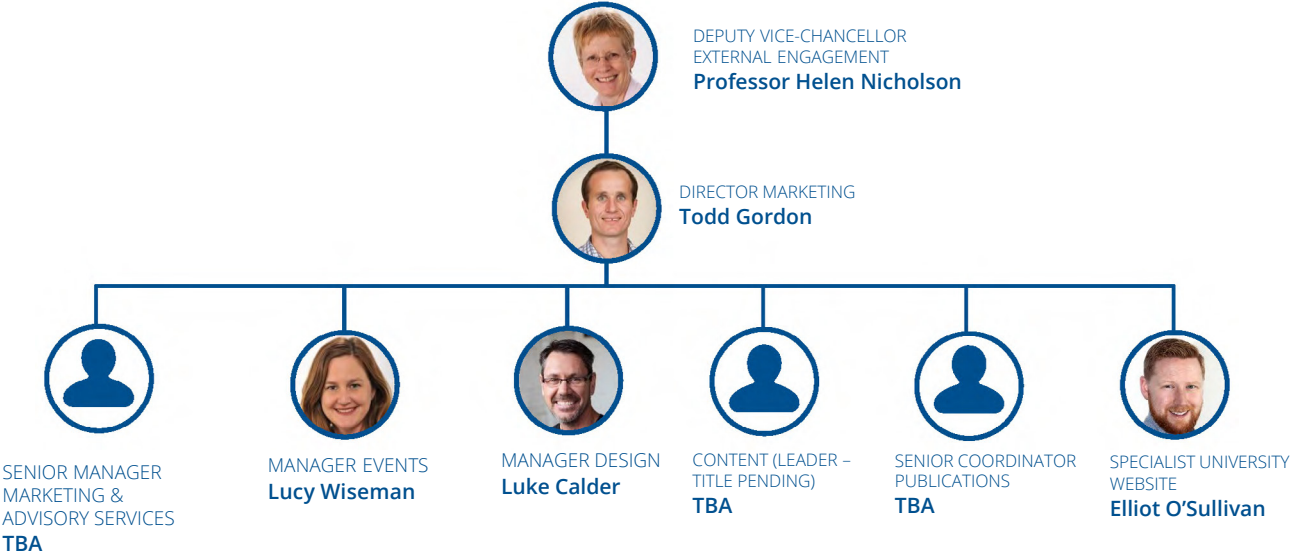
- Provides graphic design solutions, brand support and design resources
- Ensures advertising material is effective and represents the University brand correctly
- No longer a cost-recovery service, it is free to users

Content and Publications

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

Marketing Services is in the External Engagement Division.

Marketing Services



External Engagement

