

MAXIMISING YOUR VALUE AND IMPACT


WHAT PART DO MARKETING AND COMMUNICATIONS ROLES PLAY?

STEVE ROSE (BIRMINGHAM CITY UNIVERSITY) AND REBEKAH BROAD (NOTTINGHAM TRENT UNIVERSITY)

APPROACH AT BCU

- Dedicated role of Communications Co-ordinator established at BCU as part of restructure March 2017.

Within L&LR.....(working across the Service, reporting to a Deputy Director)

- Develops communications campaigns for particular initiatives e.g.VES
 - Undertakes analytical work to aid decision making – e.g. number of printed guides produced and costs
 - Involved in creation of CSE evidence
 - Involved in the development of web content
 - Co-ordinates information to library staff
- 

APPROACH AT BCU

- Outside of L & LR
 - Collaboration with key Departments – e.g. BCU Marketing and Communications
 - Work with BCUSU to ensure that L & LR contributes to their campaigns – e.g. mental health awareness
 - Developing contacts external to BCU in similar roles

APPROACH AT NTU

- Development of formal Library Marketing Strategy in 2016.
- Formation of Marketing and Communications lead , assumed duties within another role.
- ‘ Library Marketing Group’ created 2016, chaired by Library Marketing and Communication lead. Representation from staff across Libraries and Learning Resources.
- Role is to develop and implement ongoing marketing campaigns in alignment with LLR’s strategic themes and associated ‘key messages’, working across internal teams to ensure consistency.
- Working Closely with NTU central marketing and the Student Union to promote messages across the wider University on multiple platforms.

APPROACH AT NTU

- Defining our Services – The Brand and Vision of LLR - Consistency and reinforcement key to success.
- Central Partnerships - NTU marketing and the student union contribute and help us formally plan promotional activities ahead for the next academic year – library schedule of events created and each event promoted at strategic points throughout the year.
- Support centrally means we reach the wider NTU community and considerably raises the profile of LLR and the role we play in professional services.
- Continuous targeted campaigns, short term and long term – variety of channels – website, social media, online student newsletter, What's on news alert for staff, Banners, Plasmas, Posters, word of mouth!
- Focus on social media – Facebook, Twitter and Instagram...for now! - unique immediacy and transparency of social networks means that LLR can instantly have direct communication with our audience, responsive two way process!
- Strategic support from the management team and NTU marketing ensures we are following the direction of LLR's strategic plan, in line with university strategic plan.
- Play a key role collaborating with external departments promoting message across services, NTU student union, Global Lounge, Employability and student support services. Message is shared, creating opportunity and connection globally.

COMMUNITY OF PRACTICE

- Why set one up?
 - Share experiences and identify good practice / challenges amongst Mercian Collaboration members re: Marketing and Communication roles and activities
 - Minimise risk of professional isolation if specialist roles developing within HEIs
- Responses to date
 - Email to Mercian Directors list resulted in expressions of interest from Aston, Coventry, Cranfield, Nottingham, Nottingham Trent, Warwick and Wolverhampton

QUESTIONS TO DISCUSS

GROUPS 1 and 2

- Who are the key stakeholder groups in your organisation that you need to communicate with?
- What approaches do you use for marketing and communicating with stakeholders?
- What works well? (How do you know?)

QUESTIONS TO DISCUSS

GROUPS 3 and 4

- What are the challenges related to marketing and communications?
- How do your approaches to marketing and communication activities link into wider University strategies?
- How might a Community of Practice amongst Mercian members be most useful?