

PARTNERSHIP AGREEMENT

Marketing, Communication & Engagement

1. Objective

This document outlines the terms under which services are delivered by Marketing, Communication & Engagement. It should be read in conjunction with our service catalogue, which outlines the services we provide, as approved by the University Executive Board.

2. Period of the agreement

This document covers the period 1 May 2017 to December 2017. Towards the end of this period we will review and revise it as necessary.

3. Who we are and what we do

It is MCE's role to provide expert, professional marketing, engagement and communication strategy and delivery. We will build UoR's reputation, brand and profile, based on its world-leading research; outstanding teaching; and work to drive economic growth, jobs and innovation. MCE will deliver robust, innovative and global student recruitment campaigns and activity across its target and priority markets, underpinned by detailed, comprehensive research and market insight. It will provide a top class centralised service for Schools, Departments and Research Divisions, while providing UEB and the senior leadership group with strategic planning, implementation and results.

We provide services to the following groups:

The University Executive Board and its individual members; Heads of School and their Schools & Departments; Teaching & Learning and Research Deans; Research Divisions & Research Institutes; Heads of Professional Service functions and their Departments; staff; students; alumni; prospective students; news and specialist media

For further detail on the services we provide to various user groups across the University, **please see our service catalogue**, which sets out our core/universal service as well as the optional and extra services that can be requested/paid for.

4. How to access our service

a. Who can request our services

All staff can access the services provided by MCE but work can only be commissioned and will only be initiated if there is appropriate authorisation from UEB, Deans, Directors, Head of School/Head of function, an MCE Business Partner or a delegated budget holder. Work will not commence without an approved purchase order or account code where required.

b. Who to contact

MCE's team of designated Business Partners, provide advice and guidance and supported access to the full range of MCE services. The list below provides contact details for each Business Partner and their areas of responsibility:

Fiona Deane fiona.deane@reading.ac.uk:

School of Art, Communication & Design, School of Humanities, School of Literature and Languages, School of Law, School of Politics, Economics & International Relations, ISLI

Dawn Aggas d.l.aggas@reading.ac.uk:

Graduate School, Institute of Education, School of the Built Environment, School of Archaeology, Geography and Environmental Sciences, School of Mathematical Physical and Computational Sciences

Lucy Petch l.e.petch@reading.ac.uk :

School of Agriculture, School of Biological Sciences, School of Chemistry, Food and Pharmacy, School of Psychology

Pete Castle: p.castle@reading.ac.uk

5 Research themes & divisions

Tim Yeates: t.yates@reading.ac.uk

4 Research Institutes

Ian Wilmot: i.wilmot@reading.ac.uk

Professional Services

Santosh Sinha: s.sinha@reading.ac.uk

Estates & Facilities

Jennifer Rich: j.rich@reading.ac.uk

Student communications/SAS

c. When we're available

Out-of-hours Press Office, 24/7: 0118 3785757 pressoffice@reading.ac.uk

Other functions; Monday – Friday 9.00am – 5.00pm

d. How to contact our services directly

On occasion it may be necessary to make contact with our services directly – the following details can be used:

Content	content@reading.ac.uk
Creative & print services	cps@reading.ac.uk
News & media	pressoffice@reading.ac.uk
Events	events@reading.ac.uk
UK Recruitment	student.recruitment@reading.ac.uk
International Recruitment	international@reading.ac.uk
Internal Communications	s.sinha@reading.ac.uk

Social media t.watkins@reading.ac.uk

Market Research and Insight g.rojas@reading.ac.uk

5. Our commitment to service users

MCE commit to provide an end-to-end, centralised, integrated strategic marketing, communication and engagement service. It delivers professional, high-impact and high quality projects, commissioned by UEB and developed with Schools, Departments, Research Divisions and service functions. MCE will work within agreed budgets and deadlines with clear reporting, accountability and evaluation.

6. What we need from our service users

MCE works in equal partnership with UEB, Leadership Group, Schools, Departments, Research Divisions and service functions. MCE's priority is to support delivery of the University's overall objectives and strategy, in line with UEB's agreed business plans. MCE's core service will be supplemented with additional activity where required - funded outside the function's set budget. This work will be brokered by MCE with official third-party suppliers to ensure quality, consistency and impact.

7. Service limitations and dependencies

MCE will always seek to respond to requests from service users within 48 hours (working week) and deliver outputs to the timescales detailed within the service statement. However due to corporate priorities and workload considerations there may be occasions where work cannot be completed to anticipated time schedules and prioritising may be required. If MCE is unable to provide a service within the required timelines, outsourcing may be considered and progressed.

MCE commits through its Business Partners and Heads of Function to keeping service users updated and informed of service limitations. Similarly service users must commit to responding to agreed time schedules and response requirements to ensure efficient and effective MCE service delivery.

As the majority of MCE services are funded via the vote allocation process, the provision of these services is subject to the continuation of vote funding at the same or higher levels.

8. Managing our service

Fiona Blair is the Acting Director of Marketing, Communication & Engagement and is responsible for managing the overall service. She is supported by a Senior Management Team covering the individual sections.

Head of Corporate & Research Communications: Charles Heymann

Head of Marketing Operations: Fiona Blair

Head of Marketing & Campaigns: Karen Smalley

Head of Strategic Projects: Mike Berger-North

Head of Global Recruitment: Kerry France

Head of Marketing UoRM: Becky Thould

9. Reporting and resolving problems with our service

Users experiencing problems with our service should e-mail their relevant Business Partner or appropriate Head of Function (See 10 below for detail).

10. Providing feedback on our service

We welcome constructive feedback on our services. Compliments and complaints, plus suggestions for additions and improvements to our standard services. Periodically, we will request this information as part of the on-going review of our services and their provision.

In the first instance feedback should be sent to:

Acting Director of MCE:

Fiona Blair f.j.blair@reading.ac.uk

Head of Corporate & Research Communications:

Charles Heymann c.heyman@reading.ac.uk

Head of Marketing Operations:

Fiona Blair f.j.blair@reading.ac.uk

Head of Marketing & Campaigns:

Karen Smalley k.smalley@reading.ac.uk

Head of Strategic Projects:

Mike Berger-North m.berger-north@reading.ac.uk

Head of Global Recruitment

Kerry France k.france@reading.ac.uk

11. How we monitor our performance

[NOTE: this is currently under review having only recently completed our PAS organisational model transformation

Insert text outlining how you measure your service performance, at the appropriate level of detail, including targets where relevant]

Version control

VERSION	KEEPER	REVIEWED	APPROVED BY	APPROVAL DATE
1.0	Fiona Blair			14 November 2016
1.1	Fiona Blair			28 April 2017