**Specification: Development of an Employer Brand and supporting assets for the University of Salford.**

**The Brief**

As a creative brand/marketing agency, we are inviting you to tender for the development of our Employer Brand, to promote our careers offer and to help us stand out in a competitive market as the **employer of choice**.

The University already has a strong brand identity for students, but this is currently not utilised to attract new colleague talent and skills to the University. The University has a great careers offer for potential new employees, and a People Plan, but it's not shouting about it!

As part of the development of our Employer Brand, we would also be looking to develop a range of assets and brand content to help support our recruitment and build brand awareness.

Further details of the brand brief are provided with the supporting **Careers Brand Proposal** document.

Considerations:

- Our employer brand must be aligned to, but differentiated from the main University of Salford brand. How do we visually differentiate talking to colleagues, not students?
- Accessibility – we are looking to attract a diverse range of people to work here. The brand must be accessible, and we need to show how it can be applied as such and considerations for colours, fonts, etc.
- Internal branding – how can we use the brand internally for our core offer themes e.g. wellbeing, training and development, benefits and rewards, etc. Consideration for some visuals here would be welcomed so there is a recognised continuity in the candidate journey/comms
- Messaging refinement and application – we need to show and test messaging application across different channels and formats with clear call to actions (CTAs) and show a consistency across multiple platforms
- Diversity – we are looking to attract more diversity to our organisation. Other than imagery and tailored messaging for roles, we would welcome thoughts and ideas around how we might do this better
- Academic v professional services – consideration as to how different roles could be defined. Do they need to be visually different?
- Our new colleague audience is largely online - key channels include LinkedIn, Jobs Boards (Indeed and Jobs.ac.uk), email comms and our website. However, we want to consider new

channels such as more traditional print, brochures, etc. to attract a broader audience so these channels should be considered in the brand application

**What's required? Specification**

**Phase 1**

- **Branding development –** design and development of the final visual brand concept. To include refinement and testing of supporting messaging, engaging with key stakeholders. A minimum of 2 concepts produced for final selection.

**Phase 2**

- **Video and photography –** minimum 3 day shoot to capture a range of staff testimonials, imagery, and footage for feature video. Estimated a total of 20 video edits (approx. 1 min), plus an overall showcase video. A bank of key imagery for use across different channels.

**Phase 3**

- **Brand assets and toolkit -** design of key assets, materials and toolkit for implementation across brand channels. List will include advert templates, banners for website, LinkedIn post templates, email footers, New Starter Welcome Pack, and brand toolkit. A sample list of assets is provided as a supporting document, this may change upon development of the brief, but quotation should be provided on this basis.

In submitting your tender, you should clearly articulate your experience and success in developing employer brands. Specific experience in the Higher Education sector would be preferable.

**Timeframes**

We are looking to complete this project in Spring 2023. Please specify your proposed timeframes for each phase in your proposal.

**Supporting Documents / links**

Careers Brand Proposal – powerpoint

List of key assets – excel

Website links – www.salford.ac.uk/jobs

LinkedIn - (73) The University of Salford: My Employer | LinkedIn

**Deadline**

Please return any tender submissions to A.Monaghan4@salford.ac.uk by **Thursday 10th February 2023.** Shortlisting will take place w/c 13 February where shortlisted candidates will be invited to present their proposals before the final supplier will be chosen.

**Contact**

Queries or opportunities to be sent to A.Monaghan4@salford.ac.uk