

Opportunity Ref: UOS/ST/02/24/Marketing and PR Agency Partner

The University of Salford Overview

Collaboration with our external partners is in our DNA. Since our beginnings in 1896 as Salford Royal Technical Institute we have served industry and advanced the skills of working people. We have a clear mission as a civic institution to;

- Educate the next generation of modern industrialists, innovations, creators, entrepreneurs and leaders.
- Develop the skills and knowledge needed to capitalise on the next industrial revolution.
- Work in collaboration with public and private sector partners to address local and global economic and societal challenges.

We are a proud anchor institution in our city and our ambitious plans reflect our desire to drive change and progress at a local, national, and international level.

Through teaching, learning, research and enterprise, we harness the skills, imagination and enthusiasm of our students and staff to work in partnership to change people and communities and deliver lasting economic and social benefit.

We have over 25,000 students and 2,300 staff from across the world and an ever-increasing number of alumni in all corners of the globe. We offer undergraduate degrees and postgraduate taught and research degrees in 40 subject areas. We have a main campus in Salford, on the border with Manchester City Centre, and a significant presence in MediaCityUK.

Whilst our students come from a variety of backgrounds, we have a range of schemes to encourage participation in our academic courses by students from underrepresented socio-economic groups and those from low-income households, particularly those here in Salford.

Collaboration and co-creation between industry partners, students and staff come to life across campus, to give our students a range of experiences outside of the lecture theatre. Work placements, live briefs, community and practice-based projects provide real-life experience that puts academic theory into practice.

We've always played a major role in improving the lives of our local communities, and today we take this challenge more seriously than ever. Our research is focussed on meeting the four grand challenges of the Industrial Strategy: Data and AI, Clean Growth, Future of Mobility and Ageing Society.

Overview Acoustics at Salford

The world-class acoustic facilities at the University of Salford are designed to meet the highest technical specifications and the requirements of measurement standards. Each space is supported by one of the [largest acoustics research groups](#) in the world and the hands-on expertise of

specialist technical staff. The facilities support a broad range of UKAS accredited acoustic tests in addition to bespoke testing and consultancy in areas such as audio, human perception and vibration.

The laboratories are used by undergraduate, MSc and PhD Acoustics and Audio students. One of the most important uses of our laboratories is training the next generation of acoustic experts, with graduates who carried out experiments in the facilities now working for Google, European Environment Agency and Ove Arup."

Product/Service Requirements

The University of Salford is looking to onboard a Marketing and PR agency to support its efforts to increase the University regional and national reputation as a centre of excellence in acoustics research. The University is seeking an agency that will generate high levels of interest in Acoustics at Salford and its research capabilities, with a view to securing sponsorship/donations and a future pipeline of contracts.

The Acoustics Laboratories at the University are the National Institute for Airborne Acoustic Metrology. The labs are seeking support from an agency that has previous experience working in a university or research setting, as well as experience working in key sectors including:

- Aerospace
- Under aerospace e.g drones and EVTOL
- Audio
- Automotive
- Building and Construction
- Domestic Appliances
- Energy
- Environment
- Human Factors
- Marine
- Machinery
- Rail
- Space
- Defence
- Materials
- Health, well-being and accessibility (e.g. wearables, hearing aids, hearing defenders)
- Measurement, metrology and calibration
- Computer modelling

The successful agency will be able to evidence previous work in similar sectors and a University or research setting. The agency will also be able to showcase positive testimony from relevant previous clients where possible.

The programme of work is broken down into three phases. The University requires an agency that can complete the following:

Stage 1

- Developing a series of **round tables/breakfast briefings** etc to engage stakeholders in the issues around acoustics research and institute services
- Translating these discussions into a **white paper series**

Stage 2

- Creating a series of **sector specific multimedia collateral** (brochures/website/pdfs/social media) that promote the opportunities to engage with the acoustics research group and exciting new programmes.
- Initiating a **regular newsletter to update stakeholders** on progress, new services, and engagement opportunities.

Stage 3

- Coordinating a **high-profile launch** event to promote opportunities to senior stakeholders.
- Starting a **business development programme** of industry visits and discussions promoting the opportunities

The target audience for promotions will include current and prospective industry customers, local and national government, and regional and national press.

Opportunity contact

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