

SPECIFICATION – PR CONSULTANCY BRAND POSITIONING WITH PROSPECTIVE PARTNERS FOR A SIX-MONTH PERIOD

1. SPECIFICATION

The University seeks the services of an experienced PR consultancy to undertake various activities aimed at positioning MUT as a destination of choice among prospective partners and prospective employees. The PR consultancy will be required to acquaint themselves with the MUT style guide, MUT strategy, and relevant governance documents. Key competencies will include documented campaigns to showcase MUT research success to attract prospective staff and students.

2. Roles and responsibilities

The roles and responsibilities will include, but not limited to:

- a) Developing campaigns that attract quality staff and prospective students (x 2 campaigns)
- b) Showcasing MUT's research offering and prospective areas of collaboration x 2 Launches
- c) Hosting networking workshops with identified stakeholders, taking into consideration logistical and operational resources (x 2 workshops of 100 attendees)
- d) Advertising MUT's offering as an employer of choice in the media (x 2 adverts)

3. Mandatory requirements

To be considered, the quotation should include the following:

- a) Experience in brand positioning targeted at attracting potential staff and students – portfolio of campaigns
- b) Experience in hosting flagship events for a client
- c) Submit at least two reference letters from clients indicating experience in brand positioning through hosting of corporate events,



4. Contract duration and payment terms

This is a six-month project with a monthly structured payment plan determined by milestones planned and achieved for each month.

