

**SPECIFICATION – CONSULTANCY: CREATING A BRAND ECOSYSTEM FOR A SIX MONTH PERIOD**

**1. SPECIFICATION**

The University seeks the services of an experienced brand consultancy to position MUT as a destination of choice among prospective students. The consultant will be required to acquaint themselves with the MUT style guide, MUT strategy, and relevant governance documents. The consultant needs to understand how owned, paid and earned media intersect as well as an ability to develop graphics.

**2. Roles and responsibilities**

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

- a) Advertising MUT's educational offerings using Integrated Marketing Communications channels x 4 adverts
- b) Recruitment campaigns targeting prospective students x 4 interviews on mainstream or community radio stations
- c) Conduct workshops with local Life Orientation educators on what MUT offers x 2 workshops
- d) Advertising on targeted schools' mobile software applications x 2

**3. Mandatory requirements**

To be considered, the quotation should include the following:

- a) Submit at least 2 reference letters from clients indicating PR and brand positioning experience



#### 4. Contract duration and payment terms

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

