

SPECIFICATION – PR CONSULTANCY FOR A SIX-MONTH PERIOD

1. SPECIFICATION

The University seeks the services of an experienced PR consultancy to undertake various activities aimed at nurturing relations with external partners of the University. 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 campaign successes and a bespoke stakeholder engagement strategy aimed at increasing brand equity for MUT.

2. Roles and responsibilities

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

- a) Educating strategic partners on the MUT brand through partner workshops (x 2 workshops)
- b) Increasing MUT brand awareness through various campaigns (x 2 campaigns)
- c) Engaging stakeholders on different channels (world-class video clips for LinkedIn advertisements)
- d) Hosting stakeholder engagement meetings/dinners to nurture relations with stakeholders (x 2 flagship events)
- e) Evaluation and review of the effectiveness and spin-offs from webinars and campaigns conducted (x 1)

3. Mandatory requirements

To be considered, the quotation should include the following:

- a) Submit at least two reference letters from a client indicating at least two campaigns conceptualised and implemented for a client.



b) Link to events hosted, at least two events for different clients.

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.

