

SPECIFICATION – CONSULTANCY: CREATING A BRAND ECOSYSTEM

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 targeting potential staff or students.

- 
- b) Previous experience and understanding of university branding – submit portfolio of previous work done to position a client with potential staff or students.

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.

