

# Marketing

Amelia Trafford (Acting Head of Marketing)

*Student Ambassador Assessment Day*



# Role of the Marketing Team at St George's

- Promote St George's to prospective students and offer holders
- Manage a wide portfolio of resources and planned activity, such as the University website and external advertising
- Work with colleagues across the University to ensure a focused approach to what we are communicating to target audiences

## Activities could include:

- Testimonials and student stories
- Digital ambassadors on online platforms (e.g. Unibuddy)
- Recruitment events support
- Content creation for the website, newsletters and social media (e.g. blog posts)
- Student photoshoots or videos



S. GEORGE'S HOSPITAL for Sick & Lame  
Supported by the Voluntary Subscriptions  
and Benefactions, of several of y<sup>e</sup>. Nobility,  
Gentry, and Others.

# Improving health for over 250 years



## How do we talk about St George's?

- *What do we mean by brand?*
- *Why is brand and messaging (the way we talk about St George's) important?*

## Unique Selling Points

- *What is a USP?*
- *What USPs can you think of for St George's?*

# St George's 'Unique Selling Points' (USPs)



The UK's  
specialist health  
university

**250**

Founded in 1752,  
we've been  
improving health  
for over 250 years



Shared campus  
with one of the  
largest teaching  
hospitals in the UK,  
St George's  
University  
Hospitals NHS  
Foundation Trust



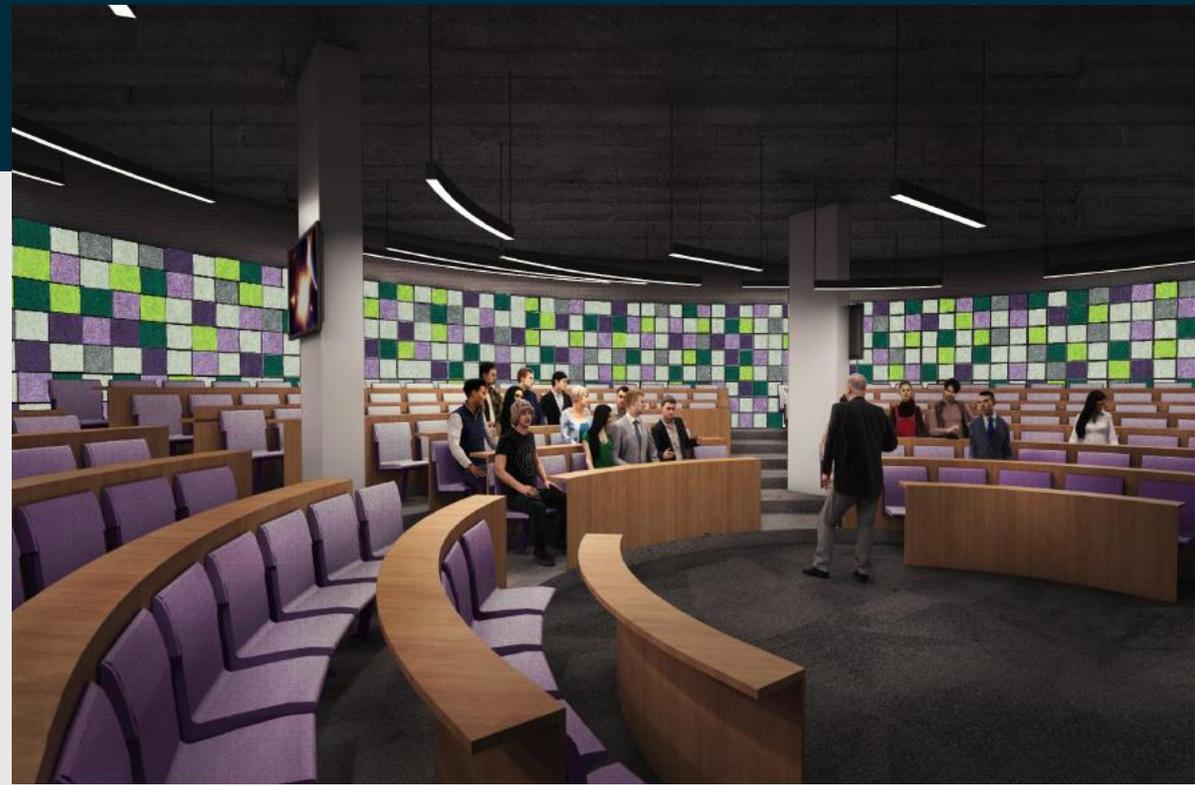
A specialist  
portfolio of  
medical, allied  
health and  
science  
programmes

**#1**

St George's is the  
#1 university in the  
UK for graduate  
prospects (*The  
Complete  
University Guide  
2023*)

# Cutting-edge facilities

- The Curve Lecture Theatre
- Radiography Suite
- Paramedic Simulation Suite
- \*Dissection Room
- Students' Union social space
- 24-hour library



## What is CMA?

### Competition and Markets Authority – *What does it do?*

In 2015 the CMA emphasised the need for the Higher Education sector to provide:

- upfront, clear, transparent and accurate information that allows students to make informed choices about where to study
- fair and balanced terms and conditions that provide a clear contractual relationship between a student and their university
- robust, accessible and clear complaint handling processes that allow students to hold universities to account

## Why is CMA important?

*Why should St George's care about this?*

Prospective students must be given clear, unambiguous and timely information so that they can make informed choices with confidence.



UNIBUDDY

## What is Unibuddy?

Unibuddy is a platform that allows prospective students to connect with students like yourself, to ask any questions they may have and learn more about St George's.

## What do Unibuddy ambassadors do?

- Chat to enquirers
- Answer questions about the University and their experience
- Signpost to relevant webpages/departments
- Produce social posts e.g. blogs



UNIBUDDY

## As a Unibuddy ambassador, you might speak to:

- Potential prospects
- Applicants
- Offer holders
- Enrolling students

## What types of questions may you receive?

- Academic: e.g., course content, exams, lectures
- Living: e.g., accommodation, student finance
- Social: e.g., clubs and societies, about Tooting

# Our Unibuddy page:

  
Students

  
Staff

  
Blog

  
Inbox

  
Sign Up

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## Students

Powered by  UNIBUDDY

Since June 2020, 34019 questions have been answered by our Students.

Multiple mini interview

Halls of residence

Countries



**Stacey**  
Occupational Therapy BSc

Chat with Stacey

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I COME FROM  
London, UK 

PREVIOUS QUALIFICATION  
GCE Advanced Level (A-Level)

ABOUT ME  
Hello there, My name is Stacey. I am a 2nd Year Occupational Therapis...

Read more about Stacey ...



**Jennifer**  
Medicine (MBBS)

Chat with Jennifer

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I COME FROM  
London, UK 

PREVIOUS QUALIFICATION  
Bachelor of Science

ABOUT ME  
A medical student who loves a good to-do list. I'm currently in my 4th...

Read more about Jennifer ...

## Chat example:

<



**Andrew**  
BSc Business Management

!

🔒 Messages you send to this chat are secure and kept anonymised.



It's so great to hear that you got onto the course you wanted! Glad I could be of help.

2:55pm

I'm over the moon. Thank you so much for answering my questions - you were very helpful.

3:00pm

Type here...

?

Send



**St George's**  
University of London

**If you have any questions, feel free to contact us at:**

**[marketing@sgul.ac.uk](mailto:marketing@sgul.ac.uk)**