

2017-18 Marketing and Communication **FUNCTIONAL OVERVIEW**

Internal Communication

- Emergency management preparedness
- Signage and campus wayfinding
- Visual identity system
- *Inside Samford* employee magazine
- Campus communications
- Brand resource center
- Media training
- Brand message training
- Digital signage (15 signs across campus)
- Promotion of employee and student giving campaigns
- Web content development and management for internally-focused sites
- Web development (apps, university calendar system)
- Photography
- Internal brand licensing and merchandising
- Consulting on agreements with external third party vendors for outsourced marketing support
- Promotion of university HR services and benefits for employees

Recruitment Marketing

- Social media management
- Website maintenance and content development
- Web development (PURLs)
- Print and digital promotions and advertising
- Development of school-specific recruitment materials
- Academic program promotional videos
- Photography
- Market planning for new academic programs
- Survey research of current and prospective students
- Content development for school-specific Slate communication flow

Alumni and Community Engagement

- *Seasons, Beeson, and Cumberland Lawyer* magazines
- *Belltower* weekly e-newsletter
- Email marketing
- Marketing of continuing education (CE) programs
- Development of university-wide giving pages
- Support of alumni programs and community engagement web content
- Marketing support of Samford Athletics
- Marketing support of Academy of the Arts and Wright Center performances
- Marketing of all public university events
- School-specific e-newsletters
- Legacy League marketing support

Brand and Reputation Management

- Media relations
- Crisis communications
- Social media management
- External brand licensing and merchandising
- Higher ed mailings and promotions
- Institutional advertising (print and digital)
- Online reputation management
- News and media monitoring
- University promotional videos
- University Annual Report
- Economic impact study
- Awareness and perception surveys