



UNIVERSITY OF
BIRMINGHAM

Activating Student Recruitment





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Brand Portal

Before beginning work on specific student recruitment assets, make sure you are familiar with the brand guidelines on the University of Birmingham Brand Portal.

This toolkit should always be used in conjunction with the portal, as everything on the portal applies to student recruitment.

On the portal you can learn about the Brand Philosophy 'Activate with Intent', the Brand Proposition 'We activate' and our strategic Brand Pillars along with guidance and examples for Typography, Tone of Voice and the Design System.



Scan to access Brand Portal or
visit: brand.birmingham.ac.uk



Brand Philosophy

Activate with intent

This is not a headline or a strapline. Instead, this is what drives our creative decision-making. From tone of voice to imagery choices, every element should capture the essence of what it means to activate with intent.



Brand Proposition

We activate

We activate. These two words define us. They separate us from the crowd. They tell the world that we have a practical mindset, we are innovative, and we engage with industry to champion excellence in everything we do as an institution.



Campaign Theme | Starting Point

The brand has been created to occupy a space above others in the sector. Positioning the University as a premium youth-orientated brand not “another university”. This position must be maintained across student recruitment.

Our student recruitment campaign theme embodies the brand philosophy and maintains the brand proposition and adds further nuance to allow us to connect with our audience throughout various phases of student recruitment.



Campaign Theme | Our Audience

Potential undergraduate, postgraduate,
international students – those at a turning point in their life
with a big decision to make – deciding where the best place
is for them to complete higher education study.



Campaign Theme | Student Recruitment Phases

Across the different phases of student recruitment, the essence of our theme should come through loud and clear.

- **Awareness** of University of Birmingham
- **Consideration** during the pre-application stage
- **Inspiring action** during the application and offer-holder stage

Student Recruitment | Campaign Theme

Now is the time



Now is the time

This theme allows us to maintain the brand essence of **activation** but also works hard to capture our audience's attention by instilling student recruitment communications with an increased feeling of **purpose, timeliness** and **opportunity**.

Both a **call to action** and an **active statement**.

A concise and impactful way to convey the idea that immediate action is necessary. Conveys a sense of intent and encourages immediate engagement or decision-making.

Now is the time

Even though the phrase lacks an active verb, in the context of student recruitment, action is implied. The phrase acts as a command, prompting the audience to respond actively. It serves as a call to make a decision, to take action.

Motivates and inspires by emphasizing that the present moment holds significance and should not be wasted. It encourages individuals to act.

The use of 'the' not 'your' creates flexibility for the campaign theme to speak directly about potential students, the University, the City, the region, a generation.

Together, our brand proposition and campaign theme should inspire all student recruitment work going forward. They allow us to create assets across the year that maintain the same tone but also give us the flexibility to change up messaging and not just say the same thing repeatedly.

As an example, the following pages display awareness phase assets that feature headlines inspired by the brand proposition and the campaign theme. You can see how they can work alongside each other as well as they do in isolation.

Following the examples are the toolkit pages which go into detail and provide further inspiration for creating student recruitment campaign assets.

Now is
the time

Activate
your future

Image used is for visualisation purposes only.
Suggested Tier 2 Photography Art Direction.



UNIVERSITY OF
BIRMINGHAM

Now is the time

Make Birmingham yours, explore
course options and apply today.



We begin
We activate
birmingham.ac.uk



UNIVERSITY OF
BIRMINGHAM

Now is the time

Make Birmingham yours, explore
course options and apply today.

We begin
We activate
birmingham.ac.uk





UNIVERSITY OF BIRMINGHAM

Now is the time

Learn your way, on campus or online. Discover over 600 postgraduate taught courses.



 **University of Birmingham**
Sponsored

We inspire. We activate.

APPLY NOW



Learn your way, on campus or online. Discover over 600 postgraduate taught courses.



 **University of Birmingham**
Sponsored

We inspire. We activate.

APPLY NOW





Activate your future

Discover courses that are
dedicated to your career.

birmingham.ac.uk



Image used is for visualisation purposes only.
Suggested Tier 2 Photography Art Direction.



UNIVERSITY OF
BIRMINGHAM

Activate your future

New perspectives are
ready to be discovered.

birmingham.ac.uk

TEŞEKKÜRLER
İzmir!





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Student Recruitment Toolkit

Campaign Pillars

Our campaign messaging for student recruitment at institutional level is built around three campaign pillars – place, student experience, and employability. These and their constituent parts are used throughout University-level messaging at all contact points to drive interest, consideration and action related to core activities dependent on the point in the recruitment cycle.

At subject level, core messaging will focus on the key unique selling points of the programme, department and School (e.g. why study this programme at Birmingham and what is genuinely unique about it?). Subject-specific campaigns can draw on these three pillars as needed where they are relevant to a particular programme or department's USP's, but subject should remain the main focus. Your College Marketing and Communications team can support with this.

Place

The campus, the city and any nearby experiences in the West Midlands, there's a wonderfully diverse range of things that are unique to Birmingham and we cover it all here.

- Campus spaces
- Accommodation
- City of Birmingham
- Food, shopping and culture
- Local community
- Local attractions
- The wider region
- Online Learning

Student Experience

This topic touches on teaching methods and the learning experience, as well as the extra curricular activities that students can enjoy. But nothing is more important to the experience than the friends and social interactions that are waiting to be found.

- Academic experience
- Friendships and relationships
- Clubs and societies
- Diverse communities
- Sport, fitness and wellbeing
- Support networks
- Student culture

Employability

Anything and everything the University offers which helps students take their next step into the world of work. From our industry connections to the in-house support network, it's committed to getting our graduates work.

- Developing Graduate Attributes
- Careers Network support
- Industry connections
- Mentoring opportunities
- Collaborative projects
- Networks beyond graduation
- University reputation
- Graduate School (PG)

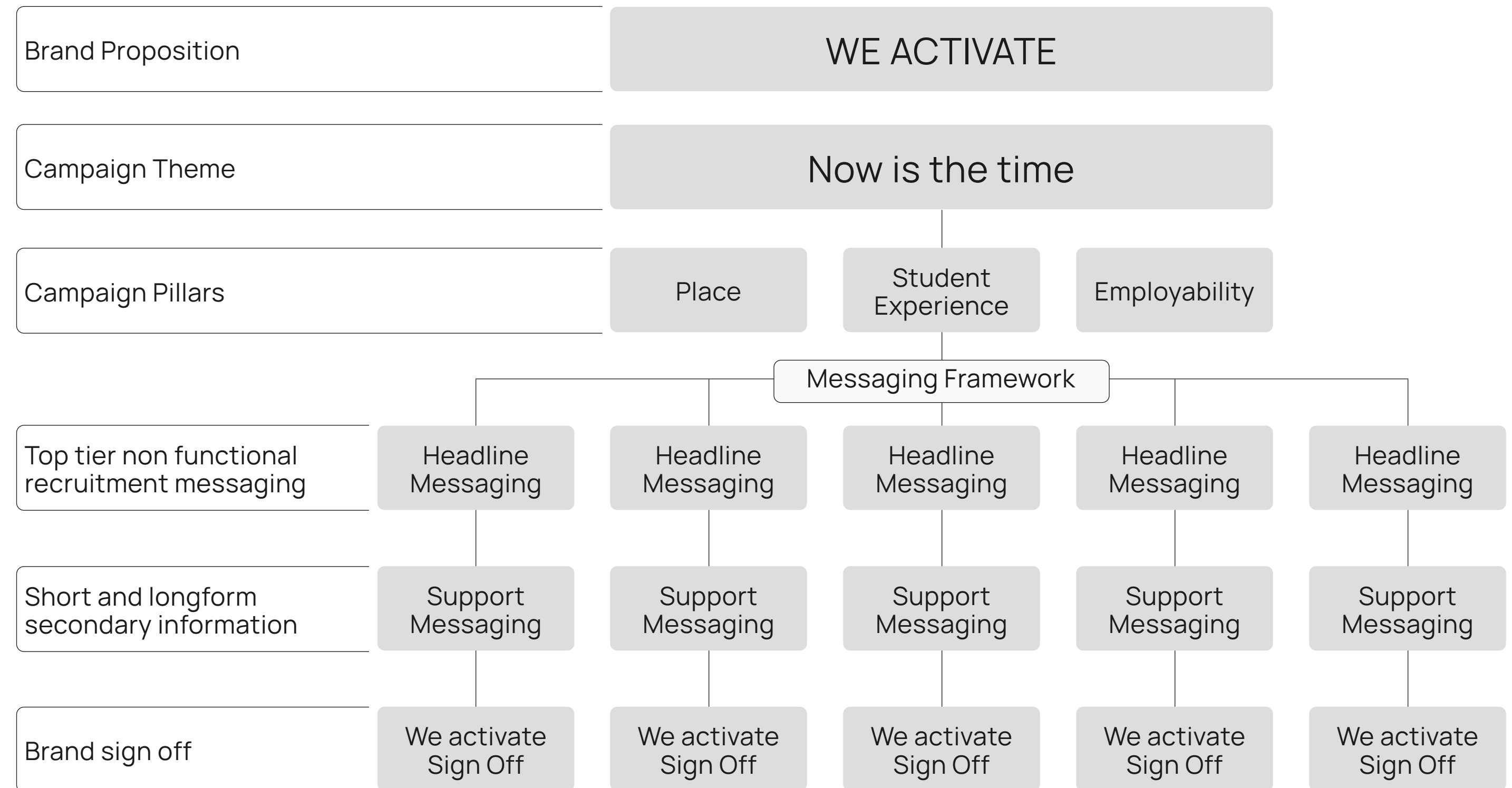
Student Recruitment Toolkit | Campaign Overview

Overview

The brand philosophy and proposition, campaign theme and campaign pillars should inform all student recruitment messaging.

With multiple audiences, a broad range of platforms and student recruitment phases to create, you will need flexibility – which is why we have created a messaging framework with three different layers.

Throughout the toolkit, we have created and provided examples for each layer of the messaging framework. Across the majority of assets you create, you will need to include an element from each layer.



PLEASE NOTE: On some student recruitment assets you will need your messaging to be purely functional. In that case, you will not need to include Headline Messaging on your asset. e.g. Undergraduate Open Day. 16th October. Book your place.

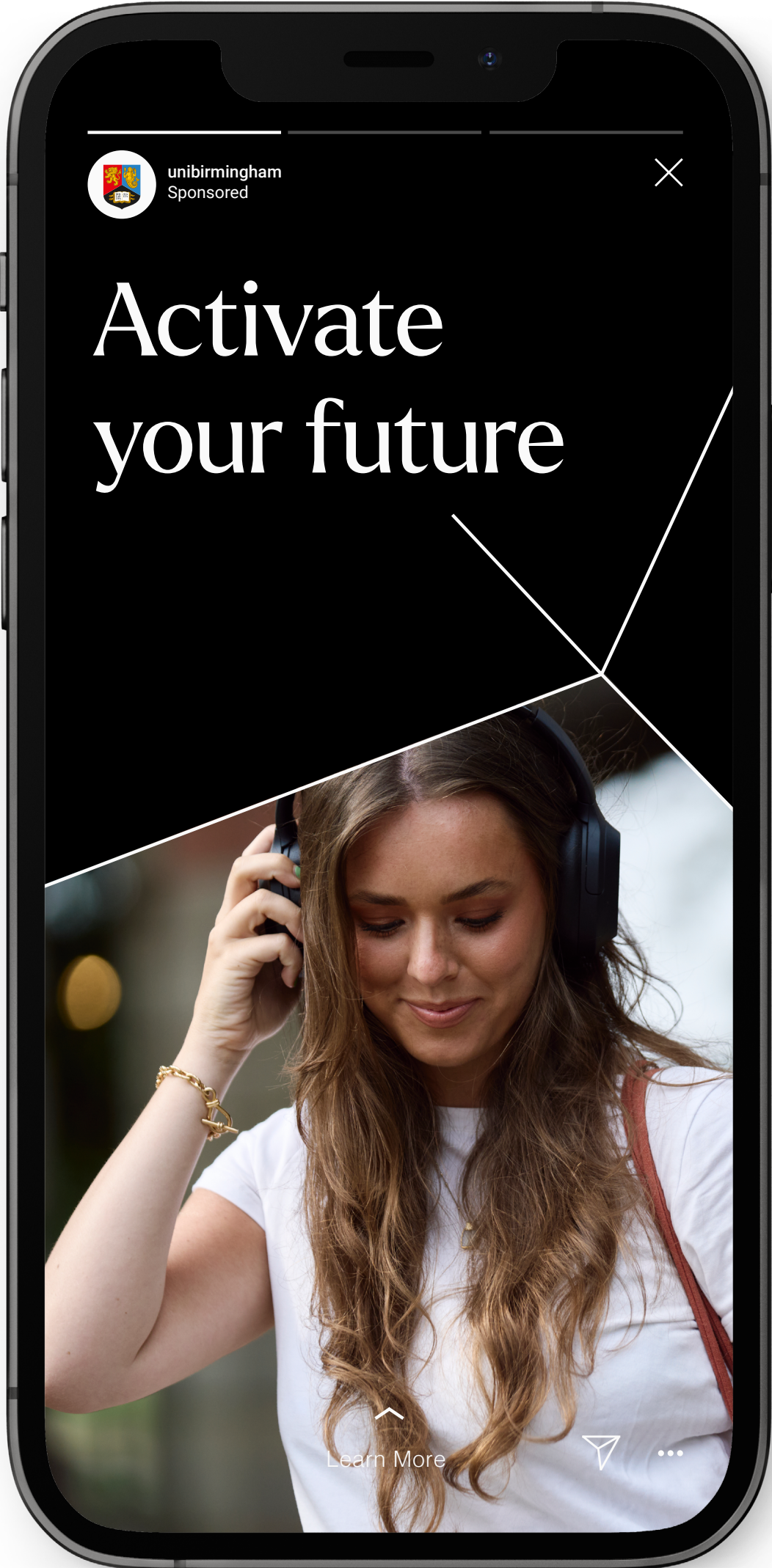
Depending on format, you will still be able to inject an element of the Campaign Theme into your creative through the Support Messaging or We Activate Sign Off.

Student Recruitment Toolkit | Headline Messaging

Headline Messaging

On hero student recruitment communications you will require a thought provoking or attention grabbing headline to motivate your audience.

To make sure you're on the right track, once you have written a headline ask yourself would it make sense to your audience if you simply add the University of Birmingham logo and 'Apply today' or 'Find out more' after the headline and nothing else.



Awareness

Now is the time

Activate your future

Where it begins

This is just the start

Reimagine what's next

Consideration

Let's challenge the now

Redefine your future

Get future ready

Make it happen

Ready for the world

Inspiring Action

The future is ready

Secure your future

Make it today

Make your move

Forge your future

Support Messaging and USPs (Shortform)

As mentioned earlier in this document, at subject level this support messaging will flex and will focus on programme-specific USPs and content. Some of these statements can be used as introductory headers to sections of content where deemed relevant.

Across these examples, you'll note that these start to add more detail to the headline messaging, before we get into body copy and longer form content.

Place

All the space you need

The perfect learning environment

The second city, your second home

Make Birmingham yours

The city's future is happening

A place filled with pride

Our teaching, on demand (Online learning)

Student Experience

Champions of student wellbeing

Find your feet among friends

This is just the start

300 societies, one community

Find new perspectives

New perspectives, new connections

Modern flexible learning (Online learning)

Employability

Industry is calling

Future-focused learning

Courses that are committed to your career

Lead the change

Work smarter, work together

Be ready for everything

Refocus your future

Forged for the future

Support Messaging

On platforms where there is even more space and dwell time, you'll likely be including some longform copy.

The key topics all have existing language which can be updated to include language which reflects the campaign theme.

This example shows the place language with the theme style language indicated in **bold**.

This is your time. This is your place.

Together, we will tailor your academic journey to align with your passions and aspirations. Our emphasis on research and practical learning ensures that **your experience here is dynamic and hands-on**. Our commitment to inclusivity means that you'll encounter diverse cultures and new ideas both inside and outside of your lectures.

Our sprawling green campus is **just minutes away** from the vibrant energy of the UK's most diverse city. Even better, our on-campus accommodation is perfectly situated for both. So, you get to live and study in a place that's unlike any other, **where there's always something new to discover**. Birmingham is **ever-changing**. The transformation here is unmissable.

As a University of Birmingham student, you will **forge connections** that extend beyond graduation. Friends, academics and mentors all become part of your network, **amplifying your potential** for success in a global context.

How will you navigate where you go next?

The time is now. The city's **future is happening**. And it's all yours for the taking.

We move
We activate

Support Messaging – International

For International recruitment, longform messaging should be simplified to an extent so it can be understood by a broader audience. You can see how this is actioned in this example compared with the previous page.

This is your time. This is your place.

Your learning experience at the University of Birmingham is practical and built on some of the world’s best research. Our commitment to bring together education and research is clear through our ranking in the top 100 globally.

Our spacious, green campus is just minutes away from the centre of the UK’s most diverse city. Birmingham is an ever-changing city – one of Europe’s youngest, with a friendly and diverse population, it’s a centre for arts, culture, entertainment, sport, shopping and much more.

When you join us in this city and on this campus, the University of Birmingham community is the perfect place to connect and build your global network for beyond graduation.

The University is one of the UK’s most targeted by top graduate employers, and together, we will build your academic journey to align with your personal aspirations. Whatever career you’re thinking of, in your home country or beyond, you can be confident that studying here will build on your existing skills and equip you for the future.

This is your time. The **future is happening** in Birmingham.

We connect
We activate

We Activate Sign off

On the majority of assets you create, if activate or activating isn't in your headline, you'll need to include the brand 4-word-sign-off. Follow the guidance in the Brand Portal for how this works but be mindful of the student recruitment theme as you write options for the 2nd word.

If you use any of these options please be mindful when pairing them with a corresponding headline or supporting message. You don't have to match the sign off to the headline, you can use a different word to add to the overall message.

e.g. Connecting you to the future
We connect
We activate

Connecting you to the future
We nurture
We activate

We challenge
We activate

We progress
We activate

We inspire
We activate

We empower
We activate

We explore
We activate

We connect
We activate

We elevate
We activate

We begin
We activate

We dare
We activate

We nurture
We activate

Image Strategy

Imagery plays a key role in our student recruitment communications and across the range of platforms and collateral. You will need to use different styles and subjects of imagery. We have divided our photography into six groups to capture the fullest extent of our reach and influence. These areas can be seen to the right

When planning and selecting imagery for student recruitment assets, there are few elements to consider to help with decision making. There are three tiers of imagery:

Tier One is for everyday photography; focusing on our people, our campuses, and our work.

Tier Two is for our hero campaign assets; a mixture of conceptual photoshoots and high quality stock photography from reputable photography libraries such as Getty Images.

Tier Three is for conceptual and abstract imagery to communicate big picture ideas that cannot be captured by our photographers. It is unlikely student recruitment will use this tier heavily.

Please refer to the Photography section of the brand portal for the full detail on the use of imagery:
brand.birmingham.ac.uk/guidelines/photographic-style

People

Place

**Research
and
Innovation**

**Academic
and
Learning**

**Civic
University**

**Abstract
Conceptual**

Student Recruitment Toolkit | Image Strategy

Tier One

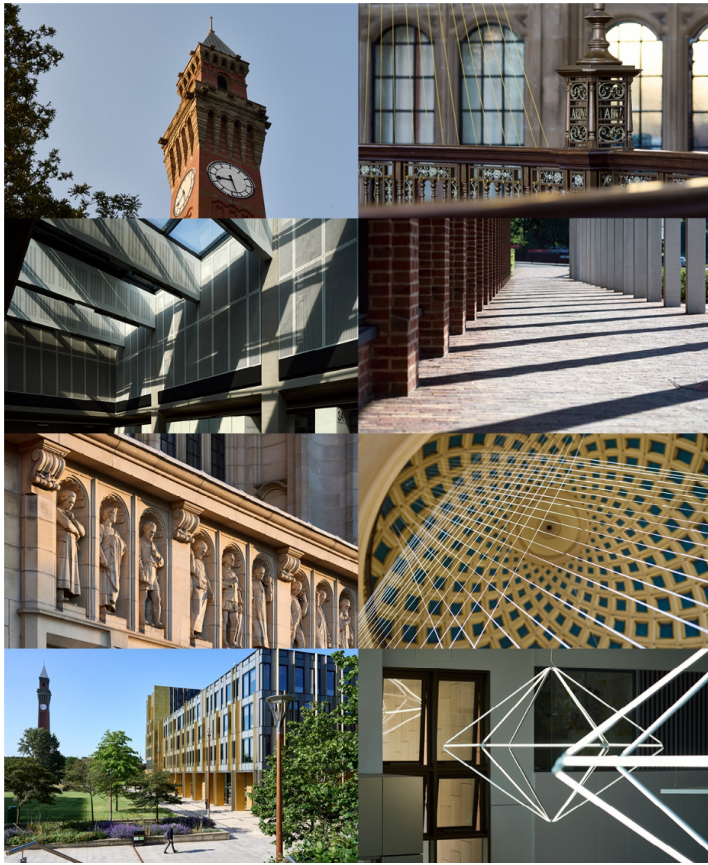
We foresee this tier mostly being used for core assets such as internal prospectus spreads and website pages, once our audiences are further into the student recruitment journey, likely anything in the consideration or inspiring action phase.

The style of imagery in this tier should capture a sense of daily life from the perspective of students and staff; real moments that have a feeling of authenticity.

These photos have a slightly pared back, undersaturated look. This is a brand differentiator that will set us apart from other universities who tend to use staged and overly treated photos. When capturing photos, some key factors to consider and details to capture are outlined on the brand portal.



People



Place



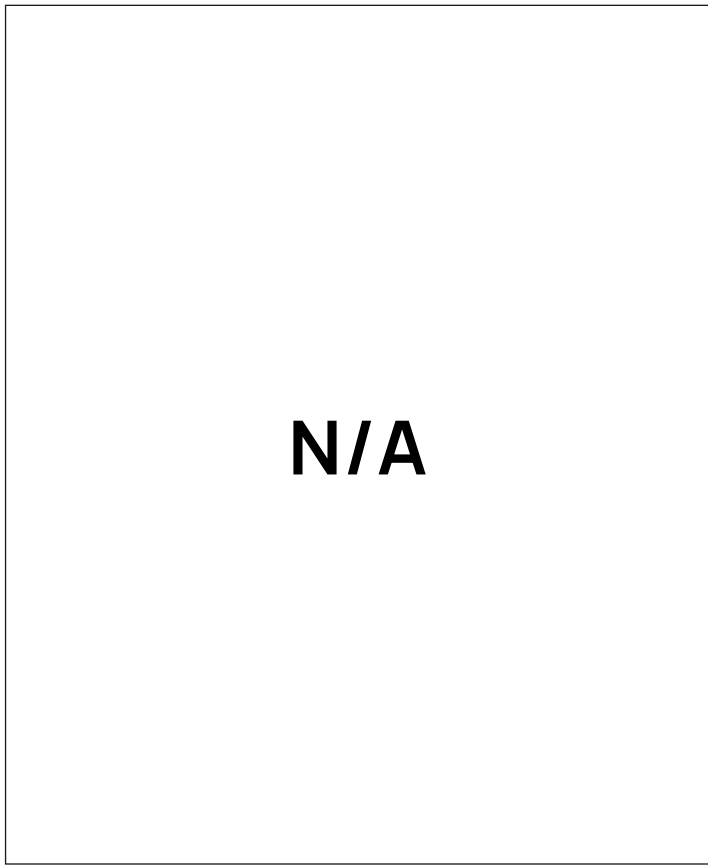
Research and Innovation



Academic and Learning



Civic University



Abstract Conceptual

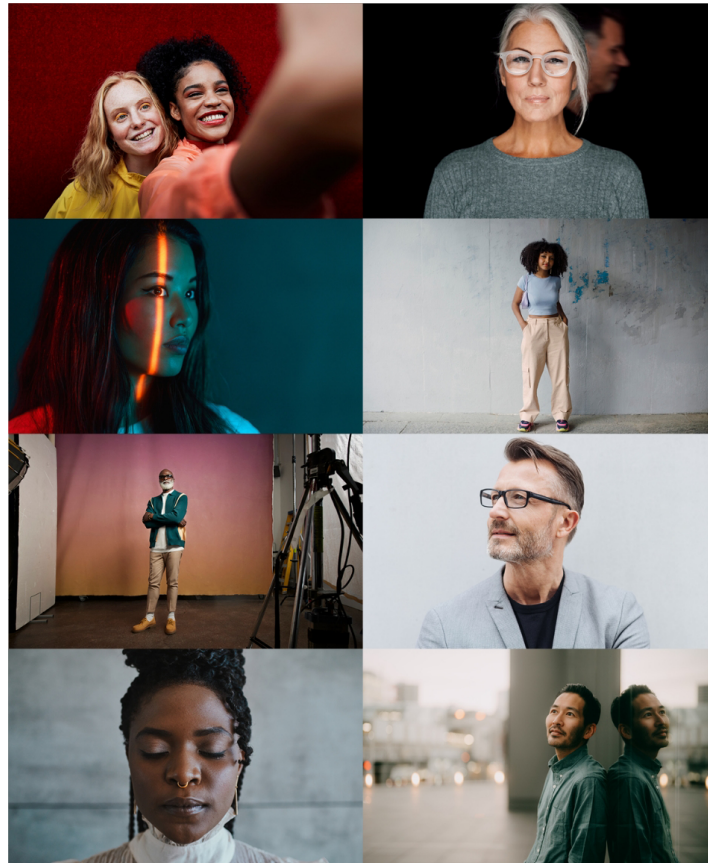
Student Recruitment Toolkit | Image Strategy

Tier Two

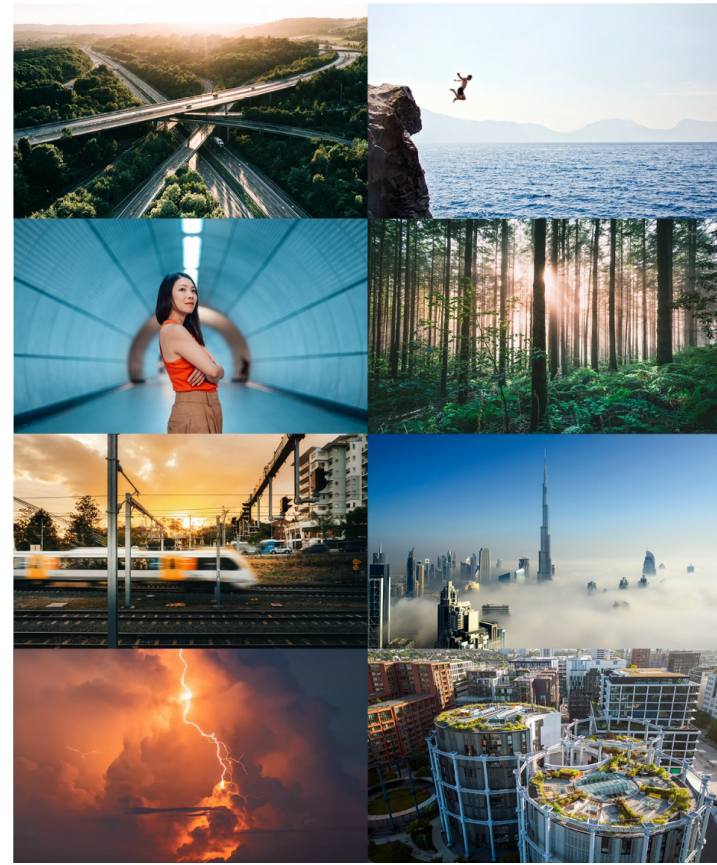
This tier should be used heavily in the awareness phase of the student recruitment campaigns and on any 'big ticket' platforms such as outdoor and paid for social campaigns. When we want to make that big first impression on potential students. It could also play a part in the inspiring action phase to have a repeated impact on our audience.

Tier two allows for more conceptual photography than the everyday capture style of tier one. The campaign brief will inform both the art direction of new photography and the style of high quality stock photography required.

The examples here are to inspire creative inspiration around lighting, angles and framing.



People



Place



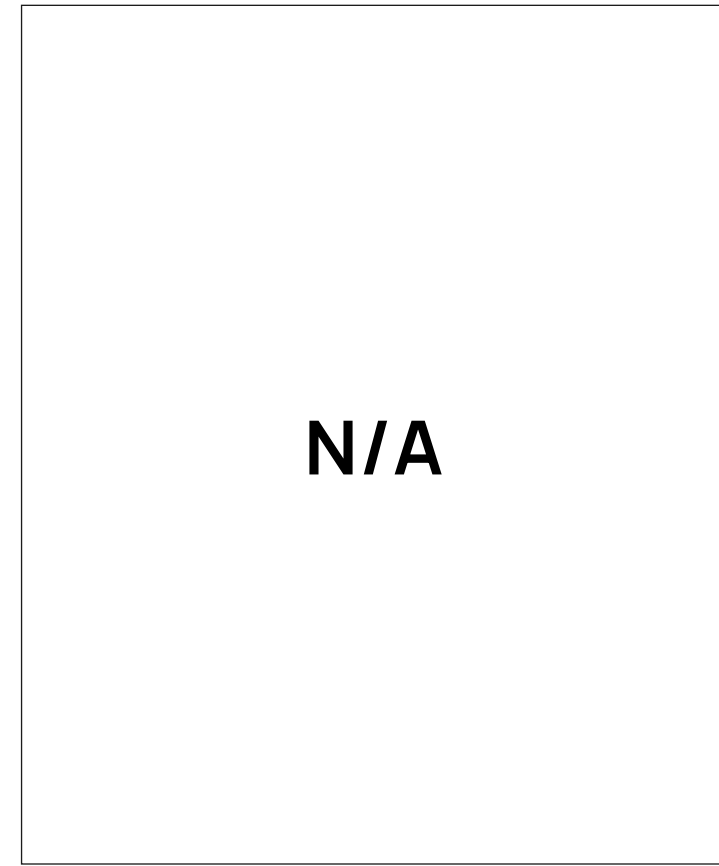
Research and Innovation



Academic and Learning



Civic University



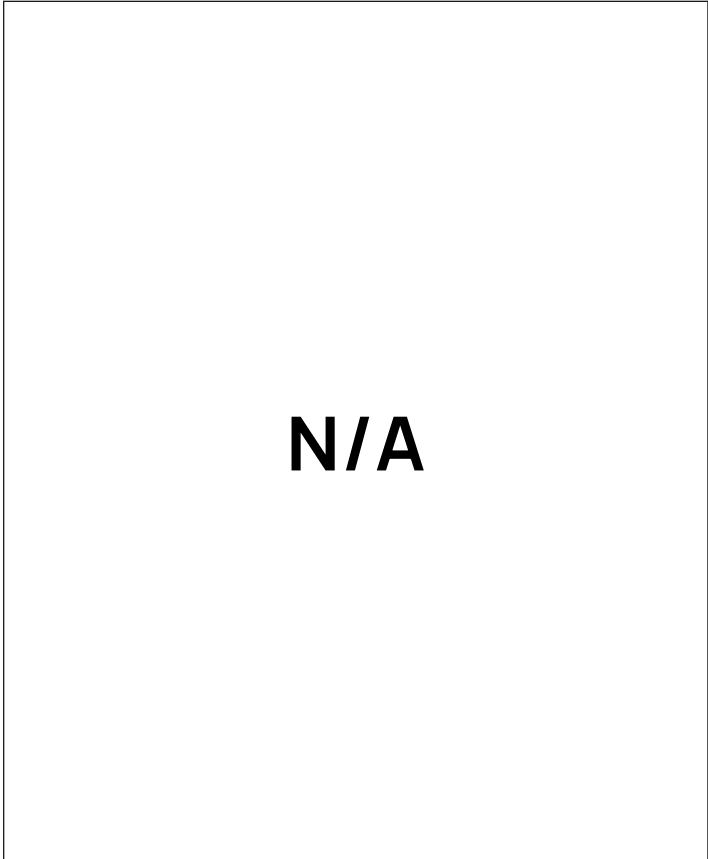
Abstract Conceptual

Student Recruitment Toolkit | Image Strategy

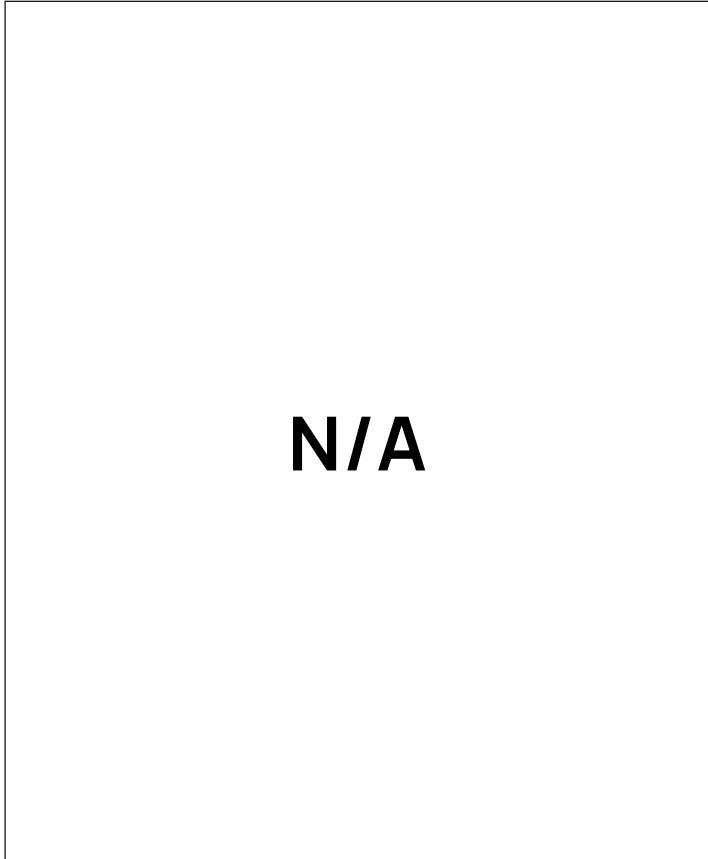
Tier Three

Tier Three is for conceptual and abstract imagery to communicate big picture ideas that cannot be captured by our photographers.

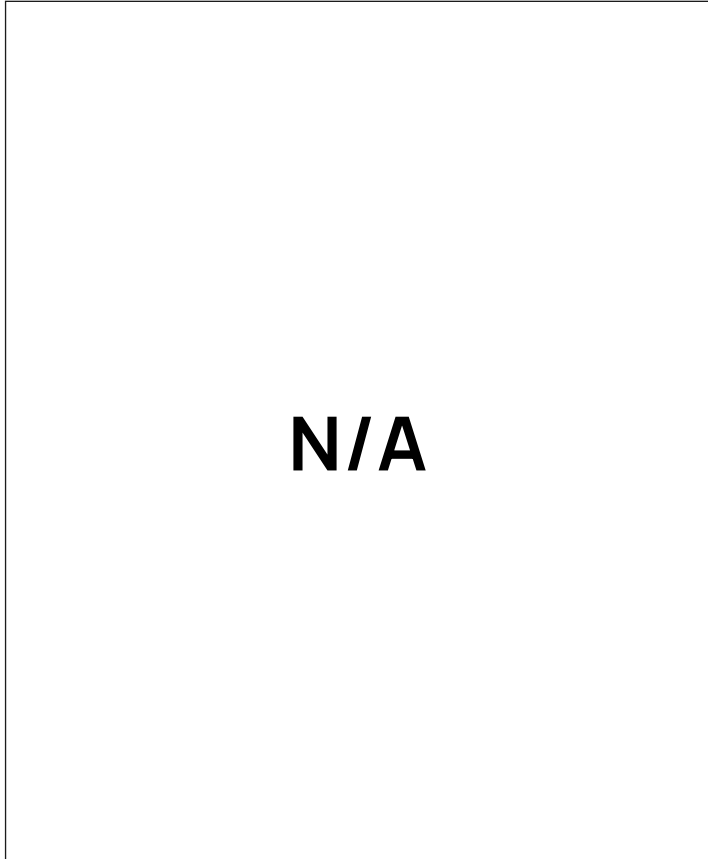
It is unlikely you will have to use this tier for the main visual in student recruitment campaigns, unless the subject of your communication relies heavily on the the University's research. However, for prospectus and website pages that contain the relevant subject matter, it will often require an image in this style.



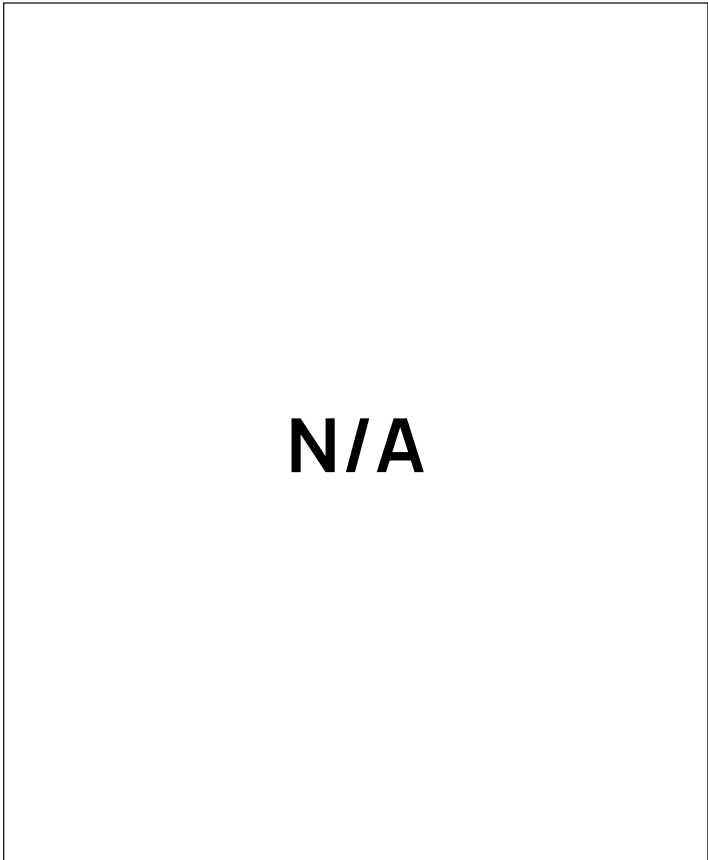
People



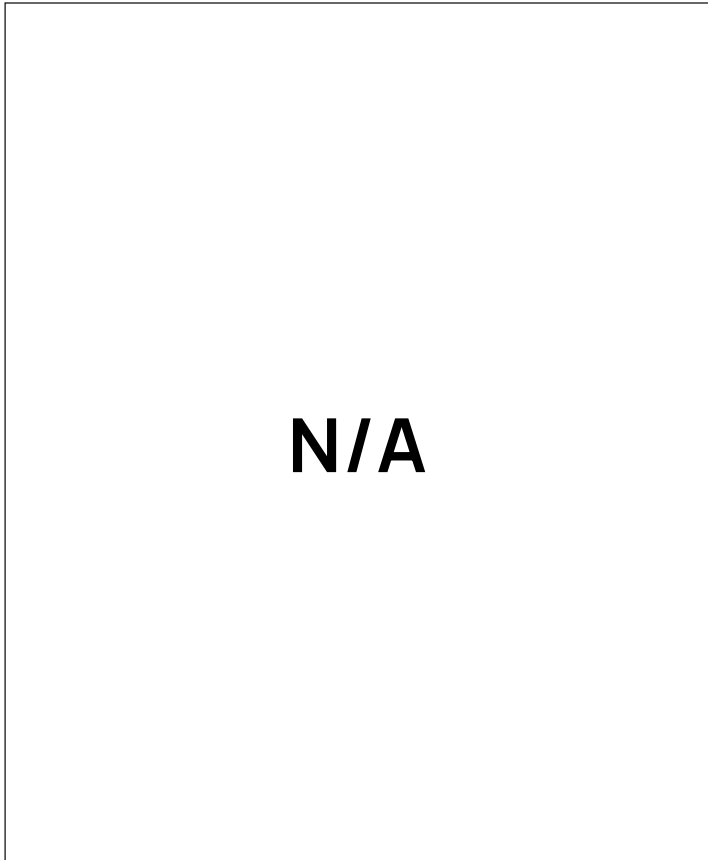
Place



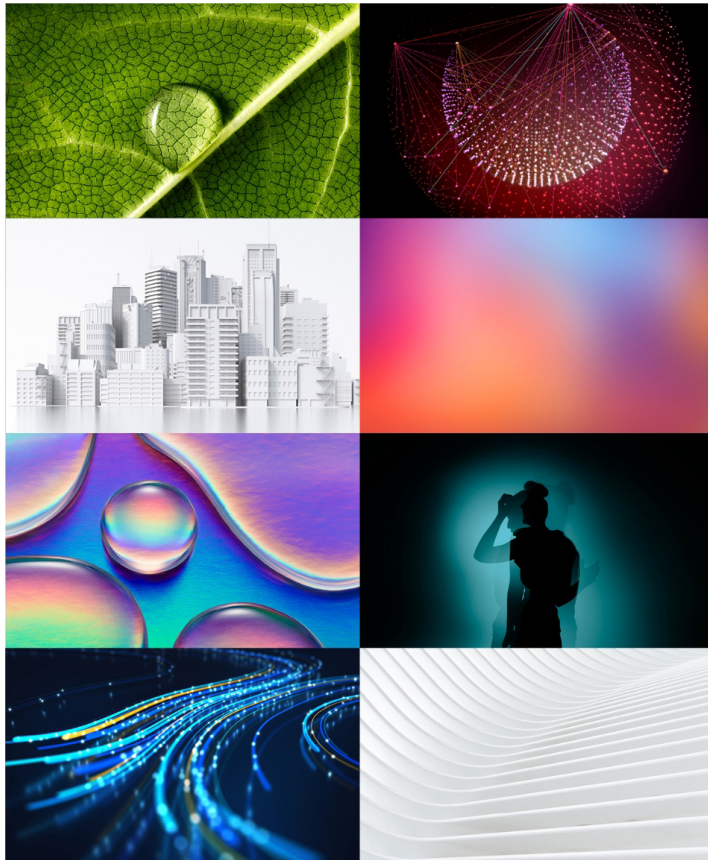
Research and Innovation



Academic and Learning



Civic University



Abstract Conceptual

Student Recruitment Toolkit | Video and Animation Strategy

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Video and Animation Strategy

As with imagery, we also have tiers and full guidance for video and animation available on the brand portal: brand.birmingham.ac.uk/guidelines/video-and-animation

For student recruitment, video and animation are a powerful marketing tool. They enable us to engage and inform our various audiences whilst encouraging an emotional response and instilling a sense of enthusiasm for the University.

All video must adhere to the brand guidelines and must be checked against the requirements before they are published. For further guidance on video and animation, please contact the University Brand Team.





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Creative Examples

Awareness

UNIVERSITY OF BIRMINGHAM

Activate your future

This is just the beginning

We hope you are getting excited about the thought of life at university. It's a brilliant time for you and for us too. Firstly, we'd like to say thanks for showing interest in University of Birmingham. We're proud to offer our students a learning experience that prepares you with the skills and opportunities to make a real difference in the world.

Life on our campus is designed for learning and for living, opening your eyes to new perspectives and avenues for social and educational exploration.

To see for yourself, why not join us at our open day on 20 September 2023, for a tour of our campus and to meet some of the people and staff that will become your friends and mentors.

[REGISTER NOW](#)

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Image used is for visualisation purposes only.
Suggested Tier 2 Photography Art Direction.

Consideration

Redefine your future

UNIVERSITY OF BIRMINGHAM

New perspectives. New connections.

Learn from some of the most accomplished academics, renowned for their expertise and dedication to student success, shaping the next generation determined to go out into the world and do good.

[FIND OUT MORE](#)

The perfect learning environment

We know you'll be right at home on our state-of-the-art campus equipped with cutting-edge facilities, and our 157 nationalities will ensure an enriching and vibrant academic environment.

[WATCH](#)

Streamlined application process

Reach out to our admissions team by replying to this email and they will gladly assist you with any queries. Be ready to share your qualifications, predicted grades, and course preferences to help us make sure we've got all we need for the application process.

[SHOW ME](#)

We explore
We activate

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[Accessibility](#) [Legal Statements](#) [Statement on Modern Slavery](#) [Cookie Policy](#) [Data Protection](#)

Inspiring Action

Secure your future

UNIVERSITY OF BIRMINGHAM

Courses that are committed to your future

Once you get comfy with the idea of life on our super smart campus, you can explore an array of courses across various subjects, designed with your interests in mind and to best prepare you for your path to your dream career.

[WATCH](#)

Amplify your potential

University of Birmingham gives you an excellent opportunity to get involved in a transformative educational experience. We'd love you to join us on campus for the upcoming academic year, so don't miss out on that application deadline.

[APPLY NOW](#)

We move
We activate

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Awareness – Initial email

Activate your future

This is just the beginning

We hope you are getting excited about the thought of life at university. It's a brilliant time for you and for us too. Firstly, we'd like to say thanks for showing interest in University of Birmingham. We're proud to offer our students a learning experience that prepares you with the skills and opportunities to make a real difference in the world.

Life on our campus is designed for learning and for living, opening your eyes to new perspectives and avenues for social and educational exploration.

To see for yourself, why not join us at our open day on 20 September 2023, for a tour of our campus and to meet some of the people and staff that will become your friends and mentors.

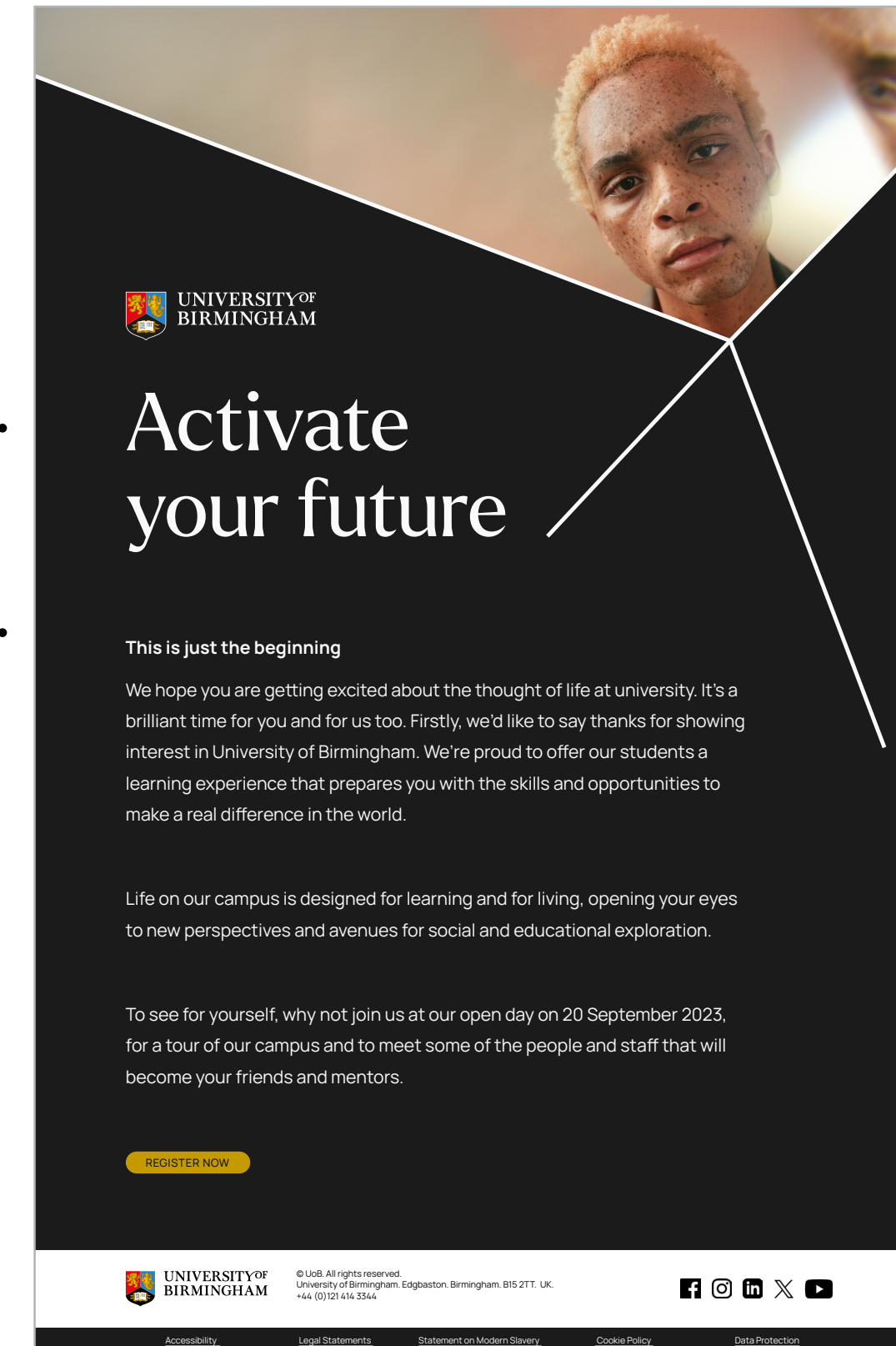


Image used is for visualisation purposes only.
Suggested Tier 2 Photography Art Direction.

Student Recruitment Toolkit | Creative Examples

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Consideration – Follow up email

Redefine your future

New perspectives. New connections.


Learn from some of the most accomplished academics, renowned for their expertise and dedication to student success, shaping the next generation determined to go out into the world and do good.

The perfect learning environment

We know you'll be right at home on our state-of-the-art campus equipped with cutting-edge facilities, and studying amongst over 150 nationalities will ensure an enriching and vibrant academic environment.

Streamlined application process

Reach out to our admissions team by replying to this email and they will gladly assist you with any queries. Be ready to share your qualifications, predicted grades, and course preferences to help us make sure we've got all we need for the application process.




Redefine your future

UNIVERSITY OF BIRMINGHAM

New perspectives. New connections.

Learn from some of the most accomplished academics, renowned for their expertise and dedication to student success, shaping the next generation determined to go out into the world and do good.


[FIND OUT MORE](#)



The perfect learning environment

We know you'll be right at home on our state-of-the-art campus equipped with cutting-edge facilities, and our 157 nationalities will ensure an enriching and vibrant academic environment.

[WATCH](#)



Streamlined application process

Reach out to our admissions team by replying to this email and they will gladly assist you with any queries. Be ready to share your qualifications, predicted grades, and course preferences to help us make sure we've got all we need for the application process.

[SHOW ME](#)

We explore
We activate

UNIVERSITY OF BIRMINGHAM

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Inspiring Action – Closing email

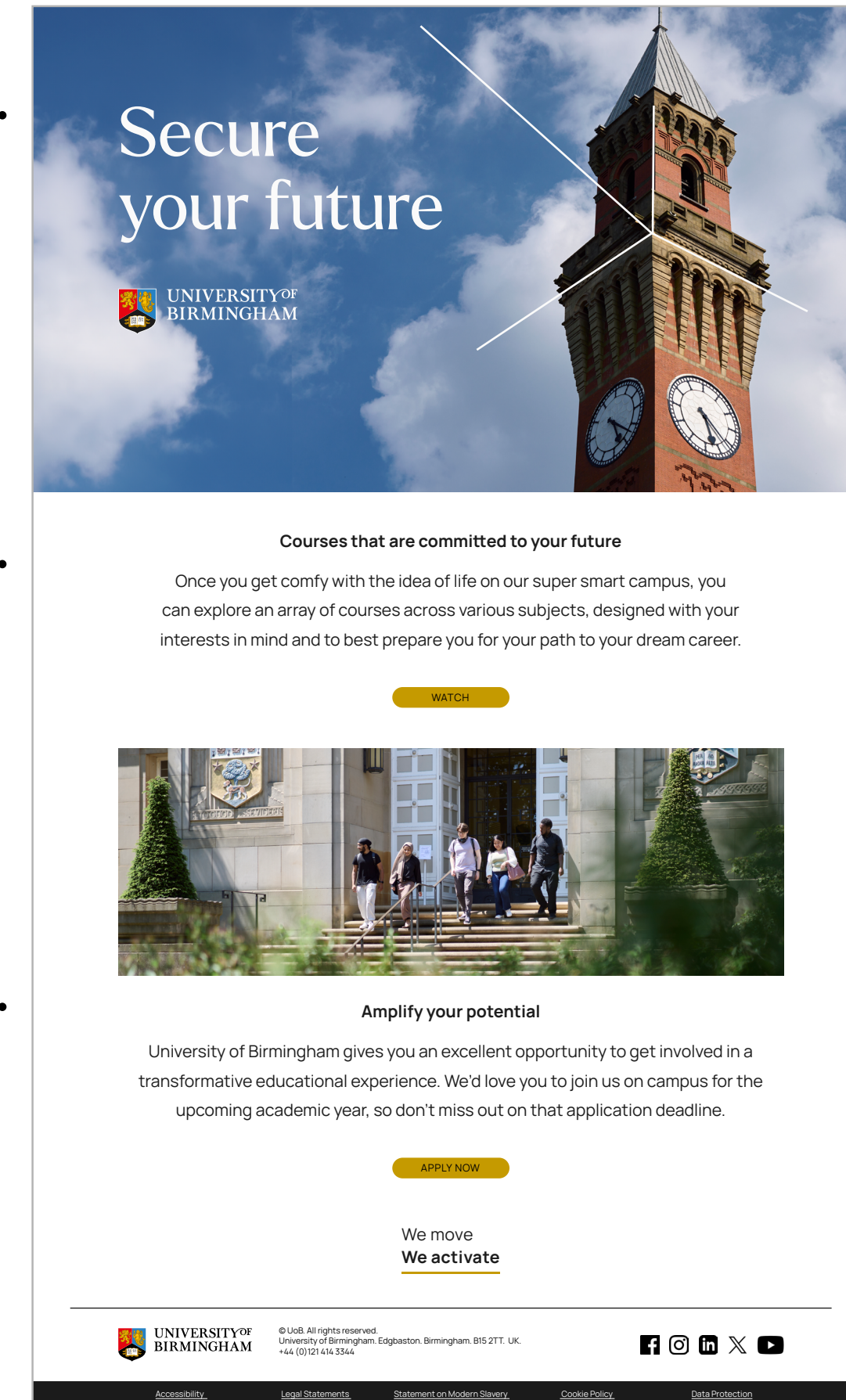
Secure your future

Courses that are dedicated to your future

Once you get comfy with the idea of life on our campus, you can explore an array of courses across various subjects, designed with your interests in mind and to best prepare you for your path to your dream career.

Amplify your potential

University of Birmingham gives you an excellent opportunity to get involved in a transformative educational experience. We'd love you to join us on campus for the upcoming academic year, so don't miss out on your application deadline.



Student Recruitment Toolkit | Creative Examples

Social Media (Open Day)

In these examples, we've used a functional headline but introduced the campaign theme in the supporting copy and We activate Sign Off.

Static Image



unibirmingham Sponsored

Open Day

Saturday 7th October

We begin
We activate
birmingham.ac.uk

Make Birmingham yours. Book your place today on our next Undergraduate Open Day to discover what life on campus is like.

birmingham.ac.uk/study

We activate [Learn More](#)

Like Comment Share

Animated Story

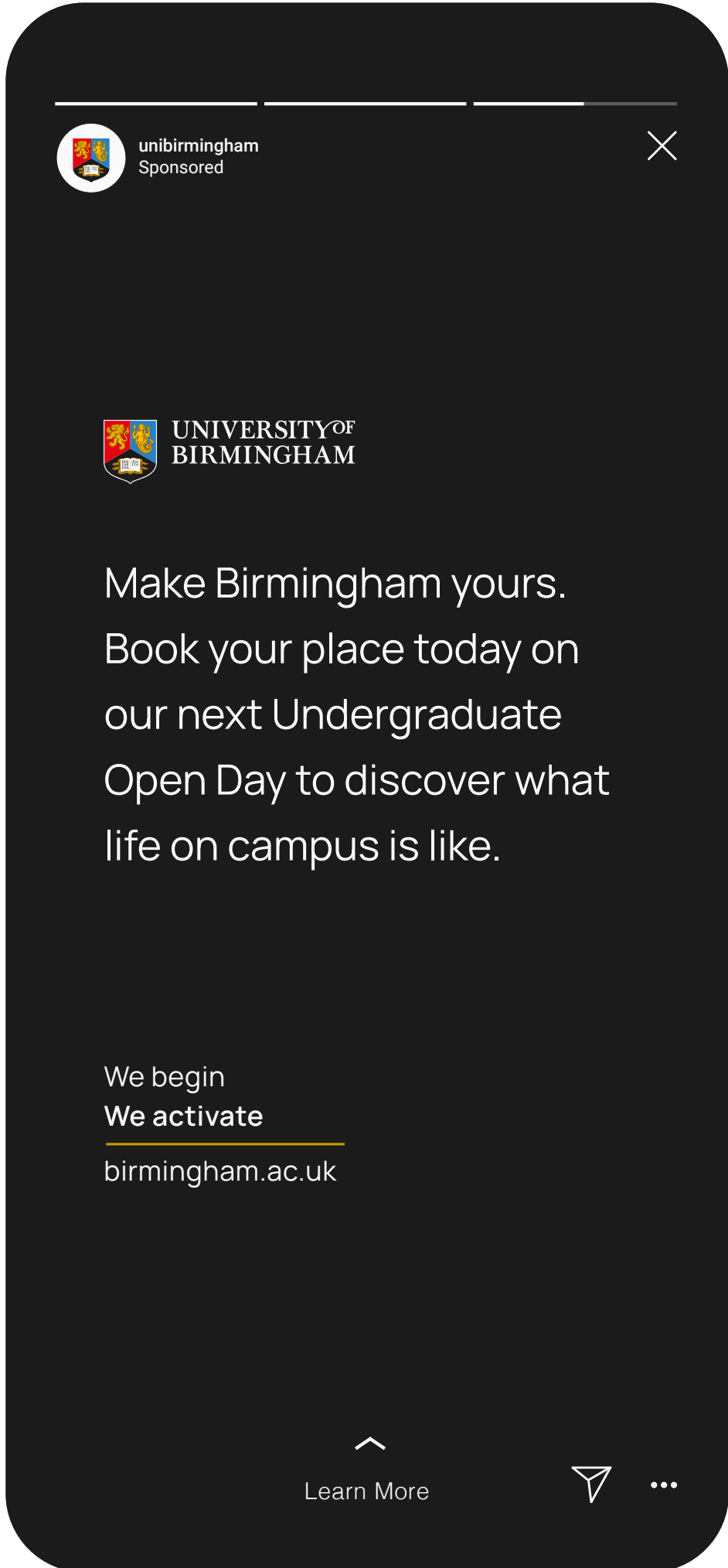


unibirmingham Sponsored

Open Day

Saturday 7th October

[Learn More](#)



unibirmingham Sponsored

UNIVERSITY OF BIRMINGHAM

Make Birmingham yours. Book your place today on our next Undergraduate Open Day to discover what life on campus is like.

We begin
We activate
birmingham.ac.uk

[Learn More](#)

These examples show how you can use the brand/campaign language at a subject/course level and maintain the key brand philosophy too.

BA HISTORY

If you're the type of person who likes to understand how the world around us emerged and how the past informs the present, then studying History is an exciting chance to explore how modern myths, preconceptions and prejudices came to be. With content covering history from a political, social, cultural and religious point of view, and options to choose the areas that interest you the most, a history degree will equip you with highly transferable real-world skills that are sought after in a wide variety of industries. There are opportunities to learn a new language, take on paid internships, and get involved in extracurricular activities, all to build on your existing passion for your subject.

BA GEOGRAPHY

If you are driven by the world's biggest geographical challenges – climate change, migration, globalisation – and want to develop your skills around both human and physical geography, then our flexible Geography programme is for you. Accredited by the Royal Geographical Society, our course allows you to study across a range of interests from social to scientific and helps you to build the diverse skills needed to get jobs that really matter in addressing global issues. Fieldwork is integral to developing your skills, with opportunities in every year of study in the UK, Europe and beyond, and compulsory fieldwork is funded by the University.

MSc ADVANCED COMPUTER SCIENCE

If you're looking to deepen your understanding at one of the UK's leading universities for computer science, and on selecting course content to reflect your own interests, then Birmingham is the place for you. With an integrated software-related project, and dedicated research laboratories for security, medical imaging, computer vision and intelligent robotics, you can look forward to joining a community that develops real world solutions to global challenges.

MSc URBAN PLANNING (DUBAI)

If solving the challenges urban areas face in delivering sustainable, healthy, inclusive spaces is where your passion lies, then the Urban Planning MSc (Dubai) is the right course for you. Dubai is the ideal place to study urban planning given its proposed expansion under the Dubai 2040 Urban Masterplan, and the key challenge of sustainable growth is explored in-depth. Engage with world leading research in areas such as clean air, community planning, smart city technology and more, and put yourself on a trajectory for careers in planning, government, NGO's, and a broad range of emerging sustainability careers.

Postgraduate Prospectus Spread 1/2



Your Postgraduate Guarantee

By choosing Birmingham, you are joining a large, diverse and vibrant postgraduate community. Whatever the nature of your programme, we provide a stimulating and engaging study experience of the highest quality.

Expect to engage with challenging debates, theories and concepts. We have the strength and variety of programmes to suit your individual needs and interests, backed by the academic expertise and influence, support and facilities of a research-intensive global university.

Your experience will be unique, ensuring you benefit from both academic and personal development that will help you to achieve success making sure your degree is an asset in your future prospects.

Our postgraduate guarantee underscores the commitment, dedicated resources and support we deliver for all Birmingham postgraduates.



Take our virtual tour today
birmingham.ac.uk/virtual-tour



Postgraduate Prospectus | 2024 Entry

Activate your ambition

Your ambition is our ambition. Whether you are already employed, changing career or are yet to enter the job market, when you join us you will benefit from our sector-leading employability support.

Our Postgraduate Careers Network will provide you with expert preparation for employment or help you to advance in your career. If you are aiming for an academic career, our supervisory teams will provide you with the advice and information that you need for your success.

As well as employment advice, our teams help you to foster valuable networks and identify relevant opportunities. We will ensure that you are ready to take your next step and are equipped to demonstrate your achievements.

As the most targeted UK university by top employers, we can teach you the skills required to make you a highly desirable graduate for employers locally, nationally and internationally.

Prepare to go further

We expect a lot from our postgraduates, but you can expect a lot from us in return. We identify your personal training and support needs as you engage in a challenging, yet rewarding postgraduate degree.

Take advantage of our library, collections and archives and choose your mode of study; from traditional methods to using e-resources to interact with collections digitally. Enjoy purpose-built, modern surroundings, including labs that support both research & teaching and work

alongside expert teams using the latest technology. Our personal tutor system for Masters students and supervisory teams assisting researchers will support you to set goals and monitor your progress.

From our outstanding academics, schools and departments, to the University Graduate School, your development will thrive in a research and education environment dedicated to your career progression.

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Enrich your education

Social, health and wellbeing is a key area of the postgraduate experience that we take seriously. When we support the emotional and practical needs of our students as people first, it makes our graduates and what we do as an educational institution all the more effective and impactful.

Whether it's mental health advice or non-judgmental help to handle a difficult situation in your personal life, if it's having an effect on your studies, we will help with impartial, confidential access to specialist internal and external support services.

Managing your own wellbeing, as well as juggling a busy workload, takes practice, but with our support teams, you will discover the study/work/life balance that's right for you.

A culture of discovery

Your degree will teach you the skills of research, enable you to engage with the insights of leading researchers in your field, and expose you to exciting challenges in pursuit of original thinking.

Immerse yourself in opportunities to participate in the activities of the University's research centres and work alongside our research-active academics.

Be motivated working in an environment in which excellence and innovation are made possible by brilliant people, outstanding facilities and strong collaborative networks. Within this nurturing academic community, you will be able to contribute to shaping and changing lives.



"As Director of Postgraduates (Research), I'm committed to ensuring that all Birmingham researchers are fully integrated into the research community and receive the support they need to succeed."

MICHAEL HAND,
Director of Postgraduates (Research)

Student Recruitment Toolkit | Contacts

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If you need any advice or guidance please contact:

Adam Gore
Head of Undergraduate
Recruitment and Marketing
a.gore@bham.ac.uk

Charlotte Dangerfield
Marketing Manager
(Undergraduate)
c.dangerfield@bham.ac.uk

Steve Allmark
Head of Postgraduate
Recruitment and Marketing,
s.j.allmark@bham.ac.uk

Dan Brindley
Marketing Manager
(Postgraduate)
d.brindley@bham.ac.uk