## ****Utilise our ‘Built in Birmingham’ campaign****

Employability is critical and a deciding factor for our prospective students, whether they are based in the UK or applying from overseas. With this in mind, the Built in Birmingham campaign has been developed to showcase the range of successful careers that our students go on to forge after their time at Birmingham.

The campaign is being used in advertising, across social media channels, in presentations to schools, agents and partners, in email comms and will feature in all new prospectuses.

Please use the content saved in this folder in your presentations and in other engagements with prospective students.

Please note that new content for this campaign continues to be developed, and more case studies will be available over the coming months.

The [Built in Birmingham website](https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-high-fliers) will be kept up-to-date (which also features a wider range of graduate stories) and any new case studies added to the brand portal.

## A new film promoting our campus

Our campus is a key selling point, and this video has been designed to showcase the best of our estate. The video is being used across all channels and to all audiences (and has had a fantastic response from the market to date!).

Here is the video: <https://youtu.be/4XGgo3zRzko?si=RS45fBEaN_jLnVdQ>

Please use the video in your presentations and other engagements with prospective students.

## How to use the video files:

It is advised to embed the film file directly into your PowerPoint when presenting (particularly online) in order to avoid any buffering effect.

You can find the video links below, or use the campus video link above.

In PowerPoint, select the ‘insert’ tab

* Select ‘video’
* Select ‘Online film’
* Insert the link

The video will then appear on your slide – you can maximise this to full screen. The video will automatically play when in slide show mode.

## Video links

**Name:** Elle Picton

**Course:** BA American, Canadian History

**School:** History and Cultures

**Company:** Walkers

**YouTube link:** <https://www.youtube.com/watch?v=k6bTOG_ZhE4>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/elle-picton>

**Name:** Deepali (Dee) Lodhia

**Course:** PhD, Astrophysics: Gravitational Wave Detection

**School:** School of Physics and Astronomy

**Company:** UK Space Agency

**YouTube link:** <https://www.youtube.com/watch?v=fJYlv2YMRw8>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/deepali-lodhia>

**Name:** Josh Robson

**Course:** MA International Heritage Management (DL)

**School:** History and Cultures

**Company:** Historic Royal Palaces

**YouTube link:** <https://www.youtube.com/watch?v=XrcSRYH0Vv0>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/josh-robson>

**Name:** Bhulla Beghal

**Course:** MA Film and Television

**School:** English, Drama and Creative Studies

**Company:** Bluebell films - MA Film and Television

**YouTube link:** <https://www.youtube.com/watch?v=Hnly1OchQac>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/bhulla-beghal>

**Name:** Elizabeth Conway

**Course:** BA Modern Languages and English

**School:** Languages, Cultures, Art History and Music

**Company:** BBC Sport

**YouTube link:** <https://www.youtube.com/watch?v=bE_IKGOEc4g>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/elizabeth-conway>

**Name:** Haripreeth Iyer

**Course:** MSc Civil Engineering and Management

**School:** School of Engineering

**Company:** Ramboll

**YouTube link:** <https://www.youtube.com/watch?v=pFG4MHfhsMA>

**Built in Birmingham page:** <https://www.birmingham.ac.uk/study/student-experience/careers-and-employability/graduate-stories/haripreeth-iyer>