

Diverse servicii (conform descrierii)

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Descriere: The University of Wales Trinity Saint David recently announced plans to create a vibrant Waterfront Innovation Quarter in Swansea's SA1 development. The Swansea Waterfront Innovation Quarter (SWIQ) will be made up of purpose-built facilities for learning, teaching and applied research as well as social, leisure and recreation spaces. In addition to academic facilities, the University is aiming to develop innovative creative partnerships with other sectors to support its strategic intent and direction — with a focus on employability — and to ensure that the University's presence in the Waterfront Innovation Quarter is part of an integrated community. The University wishes to secure the services of an established public relations company, preferably with higher education experience although this is not essential, in order to work closely with the project team, external advisers, and development partners, in order to craft, refine, and promote a range of narratives that will play a key and fundamentally important role in: Raising the profile of the project and, through a process of proactive promotion and engagement, support the University in achieving its ambitious goals for the development of the Swansea Waterfront Innovation Quarter as an integral part of UWTS. Defining opportunities that will contribute towards completing and maximising the value of the development for the benefit of the University and the local communities served by the University in the region and further afield. Ensuring that the project is aligned with the aims and objectives of the Welsh Government and Swansea Bay City Region, and that the project is able to make a contribution to the regional regeneration agenda. Assisting the University in articulating and, as a consequence achieving, the necessary innovative approach to PR and engagement that will help to secure the ultimate success of the project. NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at http://www.sell2wales.gov.uk/Search/Search_Switch.aspx?ID=27812
