

# COMMUNICATION, MARKETING AND EVENTS OFFICER

Research and Innovation Division

ALC1520

**CANDIDATE BROCHURE**



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# WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Our Professors Corinne Le Quere, Rachel Warren and Robert Nicholls were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Dr Joita Dey, Associate Director Intellectual Property & Investment Management via Jennie Waddington, Executive Assistant, [jennie.waddington@uea.ac.uk](mailto:jennie.waddington@uea.ac.uk).

## UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



# OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



30 Days Holiday



14 Additional Statutory and Customary days



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Outstanding Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

# THE ROLE

An exciting opportunity to be part of a 6-month developmental project to test a virtual Tech Transfer Office (TTO) model designed to harmonise TTO delivery, bring efficiencies, accelerate innovation and spinout development. This pilot will augment and accelerate our ambitious plans for NRP to play a leading role in the enterprise and economic growth of the region.

The Norwich Research Park (NRP), comprising University of East Anglia (UEA), Norfolk and Norwich University Hospital (NNUH), John Innes Centre (JIC), The Sainsbury's Laboratory (TSL), Earlham Institute (EI), and Quadram Institute (QI), is Europe's largest single-site hub of research, training, education, and enterprise in climate, plant, nutrition, and health sciences.

The opportunity now arises for a Communication, Marketing and Events Officer to support the NR 4ward CCF RED Project reporting to the Associate Director (Interim) Intellectual Property & Investment Management (Research and Innovation Division) and working with the Programme Manager and closely with marketing and events colleagues across UEA and the Norwich Research Park (NRP). The Communication, Marketing and Events Officer will be responsible for the effective communication and promotion of successes and opportunities arising from the NR 4ward project and create resources for a repository of Innovation training programmes (videos, podcasts and other materials). The role holder will promote events and opportunities for researchers from UEA and the NRP to engage with and participate in the NR 4ward project, and support with demonstrations of outputs from the NR 4ward project. The role holder will promote the strengths and

achievements of UEA and NRP's Research and Innovation activities internally and to a wide variety of external stakeholders including funders, local authorities, policy makers and businesses raising awareness of the NR 4ward project, its achievements and that of the NR 4ward collaborators and the participants.

## **Role function/purpose:**

The Research and Innovation Division comprises Research and Innovation Services and Postgraduate Research Service.

The Communication, Marketing and Events Officer role will be supporting the marketing, events and communication aspects of the NR 4ward project working in collaboration with NR 4ward project team, UEA and with the University's many stakeholders. The post holder will be creating resources to increase awareness about Innovation, Spinouts and Enterprise building on the varied opportunities and outputs arising from the NR 4ward project. The role holder will also work closely with colleagues in the UEA Marketing and Innovation and Enterprise teams to ensure that the key metrics with regards to marketing, promotion, engagement, awareness about the NR 4ward project and resource development are met for the project.

## THE ROLE (CONTINUED)

### KEY RESPONSIBILITIES

#### INTERNAL COMMUNICATIONS

- Develop, create and co-ordinate initiatives to promote events and training programs and celebrate success of NR 4ward programme and activities to researchers across the University and the NRP.
- Develop strategies to effectively promote opportunities for researchers to engage with the NR 4ward project, the enterprise and innovation training programme, mentors and service providers.
- Actively promote and monitor communications, gather metrics, for stakeholders and funders, and disseminate and record this information appropriately to share with the NR 4ward team and colleagues.
- Internal promotional and awareness raising of events and training opportunities, such as networking events, launch events, training and information sessions for researchers and visits from external parties.
- Develop excellent working relationships with colleagues across the NR 4ward project to ensure constant information sharing and a joined-up approach to work – particularly with colleagues in the Marketing, Digital Marketing, Press Office, Alumni and Events, and Sainsbury Centre teams, as well as teams within the various Schools of study and the relevant teams across the NRP.
- Develop excellent relationship with the NR 4ward project team, stakeholders, steering committee, Vice-Chancellor's Office and members of the Executive Team to ensure activities meet the strategic goals of the NR 4ward.
- Develop excellent working relationships with researchers, participants, and colleagues to support the promotion of their research and innovation as appropriate.

#### EXTERNAL COMMUNICATIONS

- Ensure coherent, cohesive presentation of the University and NRP's varied offerings from the NR 4ward project to researchers and stakeholders in line with the project plan and objectives.
- Communicate NR 4ward's successes to external stakeholders including but not limited through internal and external media.
- Develop and co-ordinate initiatives to promote NR 4ward's activities to engage the internal and external stakeholders, policy makers with our research and innovation agenda.
- Manage a busy schedule of events covering a range of key topics that cut across sectors, including liaising with key partners to ensure a collaborative approach and securing prominent speakers of interest to events organised, such as regional and national business leaders, sector experts. Events will range meetings, networking events, to seminars, training programs and conferences, both on and off campus.
- Proactively raise the NR 4ward Project, University and NRP's profile at local and national events, including managing sponsorship in line with strategic aims and objectives.
- Represent NR 4ward and RIN at internal and external events.
- Collaborate with media outlets to oversee content and materials for articles featuring in internal and external media.
- Oversee management of contacts and stakeholders database.

## THE ROLE (CONTINUED)

### MARKETING AND COMMUNICATIONS RESOURCES

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### ADMINISTRATIVE/MANAGEMENT SUPPORT

- Collate, measure and evaluate the effectiveness of communications, marketing and events providing regular reports to management and advising on areas that require improvement.
- Provide management reports of activity and assist with the development of the Project Plan.
- Liaise with colleagues regarding budget allocation and expenditure for communications, marketing and event activities ensuring value for money on our initiatives.



# THE PERSON

## EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to degree level or equivalent level of experience in a relevant area such as promoting research, enterprise and innovation agenda for the academic, research communities and external stakeholders (E)
- Substantial previous experience in a similar communications/marketing role including working with digital media, paper-based publications and event management (E)
- Experience of identifying and meeting communication needs (E)
- Experience of writing, editing and producing a variety of print and online communications materials (from concept to delivery) within tight deadlines e.g. website, reports, brochures and proposals (E)
- Experience of building a network of colleagues and maintaining relationships and good communications within and outside of an organisation (E)
- Knowledge of strategic issues and challenges facing research and innovation in the higher education sector (E)
- Further degree in communications, marketing or a related field (D)

- Membership of an appropriate professional body or working toward such a membership (D)
- A track record in managing and delivering top quality strategic communications (D)
- Experience of working in marketing and communications in a higher education environment (D)

## SKILLS AND KNOWLEDGE

### Communication / Liaison

- Excellent oral and written communication skills and the ability to compose concise, grammatically correct copy for print, web, and oral presentation (E)
- Excellent interpersonal skills, with the ability to communicate clearly and effectively with a wide range of internal and external stakeholders (E)
- Ability to present complex information accurately and effectively to a range of audiences including non-specialists (E)
- Excellent networking skills (E)
- An ability to identify new areas of activity (e.g. emerging markets, trends in social media etc.) (D)
- The ability to innovate, and to implement new communications strategies and novel

technologies (D)

### Personal Skills

- Ability to work independently and as part of a team taking initiative when necessary and prioritising effectively to meet deadlines (E)
- High level of accuracy and attention to detail (E)
- Excellent organisational, time-management and project-management skills, including the ability to work effectively on numerous projects simultaneously (E)
- Desktop publishing and image manipulation (e.g. InDesign, Illustrator or Photoshop) (D)
- Experience of using a content management system to develop a website, preferably Liferay (D)

### IT and Web Skills

- Excellent IT skills including proficiency with Microsoft Office suite (E)
- A strong understanding of websites, social media and multimedia, and how they can be used for marketing (E)
- Proven significant experience of web maintenance and producing effective web content (E)

## THE PERSON (CONTINUED)

### Event / Project Management

- Proven ability to organise and manage events with innovative formats (E)
- Able to find and assimilate complex information from multiple sources and recommend actions based on this (E)

### PERSONAL ATTRIBUTES

- An ambitious self-starter (E)
- Demonstrable initiative, creativity and problem solving skills with a flexible approach to duties (E)
- Willingness and ability to undertake further training and adapt to new systems quickly (E)
- Proactive attitude including the ability to think through the requirements of a project and put in place steps to ensure it is carried out to time and target (E)

### SPECIAL CIRCUMSTANCES

- The post holder will be required to work occasional evenings and weekends and travel nationally in order to attend or manage events (E)

**Essential Requirements (E)** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements (D)** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# FURTHER INFORMATION

The post is available immediately on a full-time basis for a fixed-term period until 30 April 2025.

Salary will be £37,999 to £45,163 per annum on Grade 7 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

**Place of Work** - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals. We have a hybrid-working policy which supports a mix of at home and on campus 'hybrid' working for many roles. For the majority of hybrid roles, the expectation is a minimum of 60% of working time will be spent physically present in the workplace.

The flexibility of the hybrid-working policy allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact [staff.visacompliance@uea.ac.uk](mailto:staff.visacompliance@uea.ac.uk)

The post is superannuable under the Universities Superannuation Scheme and there is an annual holiday entitlement of 30 days plus statutory (8 days) and customary (6 days) holidays. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable

adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email [staff.recruitment@uea.ac.uk](mailto:staff.recruitment@uea.ac.uk)

## HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk/>

The closing date for this role is 11:59pm on **8 November 2024**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that presentations and interviews will take place on **21 November 2024** and we will inform you of the outcome of your application prior to this date.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed (please ensure that you keep all receipts). Please note that if you are offered a post and decline the offer, travel and incidental expenses will not be reimbursed.

# ABOUT THE DIVISION

The Research and Innovation Division (RIN) incorporates two service teams:

- Research and Innovation Services
- Postgraduate Research Service

RIN is responsible for supporting and managing the administration for all research, training and consultancy grant applications and awards and other similar externally-funded grant opportunities.

Research and Innovation Services support the lifecycle of research and innovation activity by:

- Advising and supporting academics in their research and innovation activities
- Supporting research integrity
- Investigating research misconduct
- Managing relationships with a range of funders, partners and organisations
- Supporting the work of the University's Research and Innovation Executives
- Co-ordinating REF and HEIF submissions and associated activity
- Providing management information to support research and innovation
- Managing UEA's Current Research Information System (Pure)
- Linking with external organisations in support of RID/UEA activity



# OUR VALUES

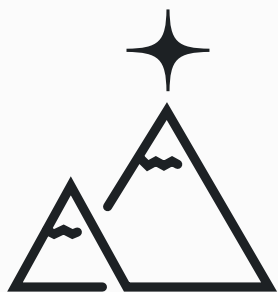
Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT



## OUR VALUES (CONTINUED)



### AMBITION

**We are ambitious for our future success.**

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



### COLLABORATION

**We are collaborative in our approach.**

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



### EMPOWERMENT

**We empower ourselves and each other.**

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



### RESPECT

**We respect each other.**

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

# ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

**A vibrant place to study, learn and work, UEA is a very special place.**



# A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the ‘three pillars’ of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and ‘eco’ products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

## OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on Twitter [@SustainableUEA](https://twitter.com/SustainableUEA)





# OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office), banking facilities and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



# NORWICH

## A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930's parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



*If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.*

**STEPHEN FRY**



# LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

## BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

## BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

## BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked in the UK Top 25 (Complete University Guide 2025), UK Top 30 (The Mail 2025) and the World Top 100 (Times Higher Education Impact Rankings 2024), where it ranks in the UK Top 20 for research quality (Times Higher Education Rankings for the Research Excellence Framework 2021) and World Top 20 for Health and Wellbeing (QS World University Rankings for Sustainability 2024), reflecting the international excellence of its research environment. The University holds UK Teaching Excellence Framework Silver status.

## Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

