**New/Existing email template– single request brief**

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| --- | --- |
| **Job Title: XXXX**  **Job Number: XXXX** | |
| Marketing Contact: |  |
| Client / Stakeholders: |  |
| Date: |  |
| Brief description of job? |  |
| Supporting assets or relevant information |  |
| Expected / desired outcomes of update |  |
| Format | Outlook / Prospects / UCAS / Exact Target |
| **Design & Content** | |
| New design or Redesign |  |
| Header Image  (Must be at least 600px x 200px) |  |
| Destination page for header link |  |
| Strapline / Title |  |
| Layout | For example:   Full width text   Introduction with article summary and images   Full custom (give sketch) |
| Content – Does content need adding or should the template be  blank? |  |
| Footer content - What links/social icons should be included in the  footer? |  |
| Footer address (if different to NTU City Site) |  |
| Unsubscribe link – (if required) Please provide a mailbox address that unsubscribe requests can be sent to. |  |
| Additional information/requests |  |
| **Deadlines** | |
| Live by Date(s) |  |
| Final sign off |  |
| Lifespan |  |

 Please ensure you include any images required for the header and body content.

 Please ensure that all copy to support this amend is provided in a Word document. Please use tracked amends for anything that is being updated and will need to be accepted before amends are made

 Once submitted – check the status of your job by going to support.ntu.ac.uk and selecting ‘Check your tickets’