

The Visible Academic

Build your profile, communicate your work and grow your impact



NEXUS IMPACT ADVISORY

The Visible Academic is a 12-week programme that helps academics communicate their work, expertise and profile with clarity and confidence. Through one-to-one coaching, each participant shapes a compelling story, reaches priority audiences and builds a practical plan for lasting visibility and impact. It is designed to support early-career researchers through to experienced academics taking on more public-facing roles.

12 WEEKS

One academic term

6 ONE-TO-ONE SESSIONS

Focused coaching and set tasks

CO-CREATED PATHWAY

Built around research goals and ambition

WHY NOW

Rankings and reputation matter. In an AI-shaped information landscape, clear thought leadership, originality and personalisation matter more than ever. The programme gives researchers tools and confidence to act, helping good work become easier to find, understand and connect with people who can use it.

What participants build

Research story and funding case

A compelling hook, a clear “so what” impact case and a concise case for funding investment.

Audience-ready communication

Ways to translate complex findings while maintaining academic rigour for funder, public, policy and professional audiences.

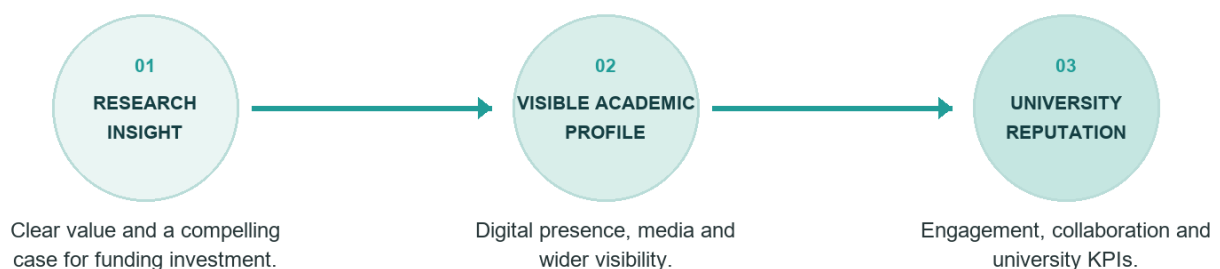
Profile and digital presence

A tailored approach to LinkedIn, university pages and relevant websites, building internal, external and even international visibility.

Writing, media and relationships

Practical translational writing, media preparation, strategic networking and collaboration.

From academic profile to university impact



A stronger researcher profile can support student interest, partnerships, funding and public impact.

Agree locally relevant KPIs for visibility, engagement, collaboration and public impact.

WHY NEXUS IMPACT ADVISORY

Vicky brings 15 years of strategic communications and global fundraising experience, including grant-making and working alongside Vice-Chancellors, Chancellors and Council to drive transformative philanthropy and partnerships. She designed this programme to build academic confidence, sharpen profiles and strengthen university outcomes. It helps research reach further with impact that creates its own ecosystem, making academic work more visible, fundable and compelling to wider audiences.



A bespoke pathway, built together

Across six one-to-one sessions over a term, we co-create an action pathway around each researcher's goals, research ideals and priority audiences. Coaching turns ambition into practical next steps and connects research with the people and university teams that can help it travel further.

01

Understanding you and your research

Explore your academic story, research ideals and career ambitions. What do you want to achieve? Build a career plan around the impact you want to make.

02

Develop the hook and impact case

Shape a clear hook, a funding elevator pitch and a one-page "so what" for three priority audiences.

03

Strengthen profile and digital presence

Build visibility through LinkedIn, university pages and relevant websites, strengthening internal, external and international profile.

04

Translating research and engaging key audiences

Practise adapting research into policy briefs, executive summaries or industry papers, and prepare to engage media and other key audiences.

05

Build networks and collaboration

Identify peers and collaborators for inspiration, then use a framework to build a relationship aspiration plan. Develop the skills and confidence to maximise internal and external networking opportunities and encourage collaboration across university functions.

06

Create a 12-month action roadmap

Set clear KPIs in line with University priorities; map public engagement opportunities and university support functions; plan actions around academic teaching and research routines.

IMPACT IN ACTION

Optional six-month follow-on sessions to maintain momentum, evolve the action plan, work through barriers and build confidence as opportunities arise.

THE VALUE FOR THE UNIVERSITY

Together, more confident researchers, clearer public-facing stories and stronger connections across the institution will contribute to a stronger university profile and reputation, supporting its ability to better attract students, collaborators and funders.