

Welcome Apéro 2024

Communication & Marketing (CMO)

The Communication & Marketing Office (CMO) is responsible for positioning the university and maintaining the brand of the University of Bern. It has the role of coordinator, advisor and guardian of the values and guidelines in terms of the overall reputation of the University of Bern. It establishes and maintains basic principles and concepts, mediates and advises, and provides information about the University.

What are the basics of communication & marketing at the University of Bern?

The University of Bern's [Strategy 2030](#) sets out the basic principles that must be incorporated into all communication and marketing activities:

Vision / mission - University of Bern Knowledge creates value.

Self-image

The University of Bern sees itself as a leading, forward-looking and international university with strong local roots and social relevance.

Values

The University of Bern strives to nurture its culture and the conduct of its members based on the following values:

- The University of Bern is credible.
- The University of Bern is self-assured.
- The University of Bern is open.
- The University of Bern is passionate.
- The University of Bern is fair.

All university members, especially employees, share responsibility for implementing these principles in everyday life.

How does the CMO work?

The Communication & Marketing Office is divided into **four units**:

- **Media Relations**
- **Corporate Publishing**
- **Relationship Management** (student marketing, alumni, web shop)
- **Online Marketing** (website, CRMS, social media)

The CMO also includes a **graphic design department, staff and support offices** as well as an **internal communication team** and the **career service team**.

The Communication & Marketing Office encompasses a staff of around 35 (largely part-time employees) and is responsible for the **following channels of communication**:

- “uniFOKUS” – the University of Bern's print magazine
- “uniAKTUELL” – online magazine
- “Uni Intern” – internal news area
- UniBE Newsletter – to all employees
- University of Bern Agenda (online)
- Annual Report of the University of Bern
- Social media, specifically Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok
- Alumni UniBE portal
- Webshop

What does the CMO have to offer to researchers?

We are here to support you with all matters relating to communication and marketing, in particular

- working with media representatives (queries, media releases and conferences)
- announcing events or your research on UniBE channels
- design templates and consultation for image brochures, flyers, posters etc.
- creating and editing websites
- developing communication concepts
- social media activities and online marketing
- giveaways and conference material

For each faculty, each center and therefore for each topic, there is a dedicated contact person in the CMO.

You can find them in the [internal web area](#) of the University of Bern (in German). You will also find templates and guidelines of our [corporate design there](#).

Do not hesitate to contact us for more details or any questions you may have. We look forward to hearing from you!

