Welcome Apéro 2023
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 fundamentals, 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 fundamentals 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 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.

In which areas does the CMO operate?
The Communication & Marketing Office is divided into four units:

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

The CMO also includes a graphic design department and a staff office for support and internal matters.

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, especially 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

- collaboration with media representatives (queries, media releases and conferences)
- announcing events or your research
- consulting and design for image brochures, flyers, posters etc.
- creating websites and communication concepts
- social media activities and online marketing
- gadgets and conference material

For each faculty, each center and therefore for each topic there is a responsible person in the AKM.

You can find your direct contact person in the internal web area of the University of Bern (in German). There you will also find various templates and guidelines of our corporate design.

Do not hesitate to contact us for more details or any questions you may have. We look forward to receiving information about your research and other topics of interest!