

Office of the Vice Chancellor for Communications and Marketing

The Vice Chancellor for Communications and Marketing is a member of the chancellor's cabinet, responsible for the brand and promotion of the University of Tennessee, Knoxville. The vice chancellor works directly with the chancellor and chancellor's communications team on chancellor-specific communications; leads the Office of Communications and Marketing with the mission of advancing the reputation of the university; and oversees the region's National Public Radio station, WUOT.

Office of Communications and Marketing

As stewards of the university's brand, the Office of Communications and Marketing promotes our campus' people and programs to achieve specific reputational goals, and provides our campus partners the brand framework for communicating about UT and the work of their units. That includes updating, maintaining, and communicating brand standards, style guides, templates, and best practices for UT communications and marketing projects. Members of the OCM team are available to provide strategic advice to help our partners across campus reach their desired audiences and achieve their goals.

The Office of Communications and Marketing comprises seven units that work collaboratively to achieve the mission of advancing the university's reputation:

- **Business Operations:** The business operations team supports the Office of Communications and Marketing and WUOT radio with strategic budgeting and budget management, human resources and other business process needs.
- **Creative Communications:** This team of designers, art directors, editors, and photographers manage the university's visual brand identity and editorial guidelines. They develop creative strategy and produce work in support of high-impact institutional priorities, such as recruitment, retention, and alumni engagement. This team works in support of campus partners by providing resources, tools, templates, and guidance to support design needs; curating a robust photography database for campus communicators; and partnering with the Office of Trademarks and Licensing to manage the campus licensing program.
- **Digital Communications:** This team of developers, designers, and electronic media experts manages the university's digital brand identity, including templates, themes, and shared design systems. They establish digital strategy and build, design, and maintain platforms in support of high-impact institutional priorities. This team works in support of campus partners by providing resources, tools, and guidance to support digital communications across campus; working closely with OIT to ensure continuity in service of digital communication platforms; and maintaining broadcast email systems, protocols, and practices.
- **Marketing:** The marketing team manages the university's brand message strategy and oversees external-facing marketing and paid media efforts. This team provides guidance to campus partners to help align strategic communications priorities across media and provide planning and support for high-impact institutional priorities. The marketing team includes project

managers who facilitate strategic initiatives that involve multiple campus partners, and managers for the university's social media accounts and social media strategy.

- **News & Information:** This team of writers and public relations experts manages content strategy and development, and leads the university's media relations experts. They work alongside campus partners to coordinate and plan earned media, position faculty experts and university accomplishments, and build and maintain relationships with local, state, national, and global media outlets. The News & Information team also plans for, mitigates, and responds to issues; and curates and distributes key internal communications such as employee and student newsletters.
- **Special Events & Protocol:** The special events and protocol team creates special moments for students, employees, university visitors, and distinguished guests. They plan and organize commencement, as well as other large, impactful, milestone celebrations that advance the university's reputation, and events that support the chancellor's priorities. The Special Events & Protocol team provides planning advice and/or guidance to campus event organizers, and also coordinates closely with the UT System staff to plan Board of Trustees events.
- **Video Production:** This team of videographers, editors, and producers create high-quality videos in support of high-impact institutional priorities. They support video needs across campus via studio access, templates and B-roll footage, best practices, and guidelines. The video team also manages the university's tv studio, studio productions, and satellite uplink; and supports external clients with video services on an as available basis.

WUOT Radio

WUOT is the region's national public radio station and a public service of the University of Tennessee, Knoxville. The mission of WUOT is to inform, educate, entertain, and enhance the lives of the listeners and others. WUOT provides both news and music content generated both locally, and through national syndication. WUOT funds 70 percent of its operations with gifts, endowments, underwriting and other support. Thirty percent of WUOT's funding comes from university administrative support.