

Clone of Vice-Rector for Communication and Institutional Projection

About us

The Mission for the Communication and Institutional Projection Vicerrectorate of the University of Jaén is to build, improve, unify and control the profile and institutional reputation which the academic institution projects.

For this purpose, through the management of its trademark; commitment to the University of Jaén (UJA) community's corporate project and the strengthening of the relations with the media and the society. The leadership that the UJA should apply will not be possible without effective strategic communication.

In the Vicerrectorate of Communication and Institutional Projection the Institutional Projection and Communication Cabinet can be found, as an structure with its own entity and functional dependence of the governing body with competences in communication and institutional projection.

The Institutional Projection and Communication Cabinet manages the external administration, interacting with the media -radio, television, press and other digital media- as well as with the internal communication.

Furthermore, **it advises on all that may be related to the corporative visual identity, which is reflected in the Corporate Visual Identity Manual, approved by the UJA Governing Council on 12 April 2016.** With the idea of strengthening the identity and corporate image of the UJA, the Vice-rectorate of Communication and Institutional Projection is responsible for the merchandising store of the UJA.

Besides, **it also designs, develops and manages the advertising and promotional campaigns of the UJA**, as well as the presence of the academic institution on fairs, related to the undergraduate, postgraduate and research programmes.

The Institutional Projection and Communication Cabinet is structured into two functional entities: Unit of Marketing and Communication, and Unit of Institutional Projection.

The **Unit of Marketing and Communication** is responsible for the organization of the Institution's Communication Plan, developing, among other functions, the design and planning of the advertising and promotion campaigns.

The **Unit of Institutional Projection** is responsible for the management of the Institution's internal (university communication) and the external (the media) communication, the institutional social networks of the UJA, as well as strengthening and ensuring the identity and corporate image of the University,

The Institutional Projection and Communication Vicerrectorate manages the performance of the tools available for the University of Jaén (UJA) such as:

- The Main Page www.uja.es
- UJA's Internal Press [Diario Digital](#)
- UJA's Internal Agenda [Agenda UJA](#)
- Dynamic Communication System –[pantallas SICODI](#)–
- UJA's Photo Gallery [Flickr.com](#)
- [Social Networks](#)

- [Institutional Apps](#)