

# Communications and Marketing Core

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## **Mission:**

The Institute for Health, Health Care Policy and Aging Research Communications and Marketing Core aspires to create composite content that will fuel the Institute's overall mission to be a national leader in improving population health. With a focus on the Institute's vision and values, the Core aims to elevate the Institute's identity from within Rutgers' campuses to the international stage; to provide clear and relevant information to the Institute's Faculty and Staff, peer institutions and researchers, industry and community partners, policy makers and the public; and to support the Institute's Centers and Cores, promoting interdisciplinary work and impact.

## **Priorities:**

- Boost visibility of the Institute's brand, identity and impact through collateral and promotional materials.
- Create clear content that engages targeted audiences, starts conversations and emphasizes the Institute's research and expertise.
- Construct workflows and infrastructure for efficient management of communications and marketing goals.
- Translate the Institute's work to be accessible to and in service of diverse audiences, and to support collaboration and reciprocal relationships with the community.
- Spark interest in the value of the Institute to inspire sustainable support and development efforts.

## **Metrics:**

Key indicators for success within the Communications and Marketing Core are the development and execution of a wide variety of content, including digital, print and other materials that engage audiences, and convey and promote the work and impact of the Institute in an accurate, effective and collaborative way.