



## **TERMS OF REFERENCE FOR MARKETING COMMITTEE**

### **1. Purpose of the Marketing Committee**

The committee will:

- (a) Develop marketing programs for the products and services provided by the Association.

### **2. Chair and Membership**

The Marketing Committee consists of a chair, and volunteer members of the Association.

### **3. Responsibilities**

- (a) Participate in each new program by providing marketing expertise
- (b) Offer expertise in design, packaging, writing, producing marketing materials
- (c) Review the website for content and relevancy.
- (d) Ensure branding is consistent and cohesive.
- (e) Oversee the content and layout of the association newsletter
- (f) Authorize expenditures to marketing budget

### **4. Meetings and Time Commitment**

Committee meetings are held once or twice per year. The rest of the communications will be virtual in nature, either by conference call or via email.

It is expected that, each month, members of the committee will be spend approximately six hours per month on committee work, over and above attending the monthly meetings.

### **5. Staff Contact**

The staff contact for the committee is the Association Manager who attends each meeting and takes the minutes.

### **6. Budget**

The committee has a meeting budget. No expenditures of commitments against that budget may be made without the authorization of the committee chair.

This budget simply supports the committee it does not take into effect the costs for marketing materials.

The marketing committee will review budget requirements for website, promotional materials, advertising, etc.

Budgets will be reviewed annually for modifications and revision.