



TERMS OF REFERENCE - MARKETING COMMITTEE

TOR number	TOR002	Version	01
Drafted by	Lynette Zito	Approved by Board on	
Responsible person	Vice President	Scheduled review date	

1. Committee Name

Marketing Committee

2. Type

Standing Sub-Committee

3. Purpose

The purpose of the Marketing Committee is to assist the Board to develop the marketing strategy used to promote the organisation's mission and causes. Marketing strategies should also target potential volunteer workers to donate their time and skills on behalf of the organisation.

4. Membership

- 4.1 The Committee consists of a minimum of two (2) members.
- 4.2 Members of the Committee shall be appointed by the Board.
- 4.3 Only members of the Committee have the right to attend Committee meetings. However, other individuals, including other directors, may be invited to attend all or part of any meeting as and when deemed appropriate and necessary by the Board or its Finance Committee.
- 4.4 Appointments to the Committee shall be made on an annual base at the AGM. Appointments of previous members of the Committee may be extended provided the director/member still meets the criteria for membership of the Committee.

4.5 The Board shall appoint the Committee Chair who shall be a non-executive director. In the absence of the Committee Chair and/or an appointed deputy, the remaining members present shall elect one of themselves to chair the meeting.

5. Secretary

The organisation secretary or his or her nominee shall act as the secretary of the Committee.

6. Quorum

The quorum necessary for the transaction of business shall be two (2) members. Attendance by teleconference or other electronic means shall be counted in the quorum.

7. Frequency of meetings

The Committee shall meet at least two (2) times a year at appropriate times and otherwise as required. Meetings should be organised so that attendance is maximised.

8. Notice of meetings

Meetings of the Committee shall be convened by the secretary of the Committee at the request of any of its members or at the request of the President, if he or she considers a meeting necessary.

Unless otherwise agreed, notice of each meeting confirming the venue, time and date of the meeting, together with an agenda of items to be discussed, shall be forwarded to each member of the Committee and any other person required to attend, no later than five (5) working days before the date of the meeting.

The agenda shall be circulated together with relevant supporting papers to Committee members and to other attendees as appropriate.

9. Minutes of meetings

The secretary shall minute the proceedings of all meetings of the Marketing Committee, including recording the names of those present and in attendance.

Draft minutes of Committee meetings shall be circulated promptly to all members of the Committee. Once approved, the minutes should be circulated to all other members of the Board unless it would be inappropriate to do so in the opinion of the Chair of the Marketing Committee.

Final signed copies of the minutes of the meetings of the Marketing Committee should be maintained for the organisation's records, in hard and soft copy where possible.

10. Annual General Meeting

The Committee Chair should attend the Annual General Meeting to report on the Committee's activities and to respond to questions from members and directors.

11. Duties

- 11.1 Develop and recommend to the Board for approval, marketing tools and strategies that contribute to raising Village Hall Players Incorporation's profile and awareness.
- 11.2 Develop and recommend to Board marketing plans and or products for individual events or activities.
- 11.3 Manage and coordinate the Village Hall Players Incorporation's website and Facebook page, including developing and recommending enhancements to the Board.
- 11.4 Lead annual discussion on marketing strategies with the Board and conduct appropriate follow up actions.
- 11.5 Review the prior year's outcomes resulting from the Marketing Plan and make recommendations to the Board.

12. Reporting responsibilities

- 12.1 The Committee Chair shall report to the next Board meeting on its proceedings after each meeting on all matters within its duties and responsibilities.
- 12.2 The Committee shall make whatever recommendations to the Board it deems appropriate on any area within its remit where action or improvement is needed.
- 12.3 The Committee shall produce a report of its activities to be included in the organisation's annual report.

13. Other matters

The Committee shall:

- 13.1 have access to sufficient resources to carry out its duties;
- 13.2 be provided with appropriate and timely training, both in the form of an induction programme for new members and on an ongoing basis for all members, as required;
- 13.3 give due consideration to laws and regulations, the provisions of the Constitution and any other applicable rules, as appropriate; and
- 13.4 arrange for periodic reviews of its own performance and, at least annually, review its Terms of Reference to ensure it is operating at maximum effectiveness and recommend any changes it considers necessary to the Board for approval.

14. Authority

The Committee is authorised:

- 14.1 to perform activities within the scope of its Terms of Reference;
- 14.2 to seek any information it requires from any director or volunteer of the organisation to perform its duties and to request the attendance of any member at a meeting of the Committee as and when required;
- 14.3 to obtain, with Board approval and at the organisation's expense professional advice on any matter within its terms of reference where required; and
- 14.4 to make recommendations to the Board. The Committee has no decision-making authority.

AUTHORISATION

Signature of Vice President _____

Name of Vice President _____

Date _____