

2009-10
MARKETING AND COMMUNICATIONS COMMITTEE
TERMS OF REFERENCE
TIMMINS CHAMBER OF COMMERCE

Chair – Art Pultz

Co-chair – Debbie Browne

Purpose

The Marketing & Communications Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the chamber's marketing communications, including publications, fund-raising, sponsorship, membership services and promotional programs, and contributes towards their implementation. The committee is also responsible for the *Member of the Month* program and guides the chamber's public communications initiatives.

Reporting Structure

The Marketing & Communications Committee Chairperson reports and is accountable directly to the Chamber of Commerce president for the effective operation of the Committee and for all Committee decisions. The president, in turn, is accountable to the board for the operation of the Marketing & Communications Committee within Chamber of Commerce board policies.

Authority

The Marketing & Communications Committee is empowered by the board of the Timmins Chamber of Commerce to make decisions within the mandate established in this document and within the context of the board's organizational policies.

The Marketing & Communications Committee may develop operational policies dealing with the marketing aspects of branding, promotional strategies and fund-raising initiatives so long as they fall within general policy as set by the Board. The president may provide guidance and direction to the Marketing & Communications Committee through its chairperson, but cannot over-ride decisions of the committee provided that those decisions conform to board policy.

The Chairperson of the Marketing & Communications Committee is authorized to:

- act as the spokesperson for the Marketing Committee within the Chamber of Commerce;
- speak externally on behalf of the chamber if it is on matters within the committee's mandate;
- commit funds within the parameters of the approved operating budget of the Marketing Committee.

Responsibilities of Chairperson - Marketing & Communications Committee

The Chairperson of the Marketing & Communications Committee provides leadership to the Committee and is responsible for assigning and coordinating the Committee's work. In addition, the Chairperson is responsible for:

- receiving and responding to questions and issues concerning marketing from members of the chamber;
- developing and managing an operating budget to support the annual Marketing & Communications Committee Operational Plan;
- ensuring that meetings are properly documented, with the assistance of the chamber manager.

Membership

The Chair and Co-Chair of the Marketing & Communications Committee are elected by the committee from the eligible committee members and a minimum of one of these positions must be held by a board member. The remaining members of the Marketing & Communications Committee may comprise the following:

- Sitting members of the Timmins Chamber of Commerce Board;
- Interested members of the Chamber of Commerce;
- The chamber manager (ex-officio);
- Other chamber staff (ex-officio).

Committee Objectives

The scope of the responsibilities of the Marketing & Communications Committee reflects the marketing implications and interdependencies that exist among other Chamber programs, media relations and communications. The specific responsibilities of the Marketing & Communications Committee include:

- collaborating with the chamber manager to establish a pro-active media program to promote and enhance the Chamber of Commerce and its brand;
- establishing the strategic direction for an integrated marketing and revenue-generation programs;
- developing an annual Marketing Committee Operational Plan with initiatives, objectives and tasks required to implement the strategic direction each year;
- conducting an annual program evaluation to confirm that marketing & communications objectives are being met and are achieving the desired results;
- establishing Marketing & Communications Committee operational policies and agreements and monitoring compliance with them;
- maintaining, through the Chamber website and other communication materials, an appropriate and consistent branding strategy.