Charter: Marketing Committee

Committee Definition Sheet

# Charter Description

The purpose of the Marketing Committee is to create clear and concise messages, for both internal and external audiences, and then communicate these via various channels to further the goals of the NSITSP. This charter was written at a moment in time and should be revised at least annually.

# Objectives

* Create and communicate messages to increase the membership of the NSITSP
* Ensure that members are informed of goals, activities and results of the NSITSP
* Create the strategy and grow the brand of the NSITSP

# Deliverables / Outputs

* Written communications plan to drive new membership
* Format, template, delivery of a quarterly newsletter
* Written brand strategy

# Approach / Communications

* Tightly focus on achievable goals, programs and tactics
* A well thought-out plan, with delegation to committed committee members
* Utilizing labor saving tools and communications paths

# Constraints

* Volunteer staff with limited time, one committee meeting per month
* Limited budget for design, writing, etc.
* Limited access, so far, to tools to automate the marketing process

# Critical Success Factors

* Ability to get messages to targeted audiences (e.g. legislative leads and staff, prospective members, potential sponsors and others)
* Capacity to generation sufficient content for various projects
* Create imaginative messages that capture the attention of our target audiences

# Key Performance Indicators

* One membership campaign per quarter.
* Internal membership quarterly newsletter.
* At least one social media post per week to drive the organization’s programs, goals and build brand.

# Risks

* Volunteers currently do not have legal advice to protect against statements that could put the organization at risk.
* No process in place to proofread, review copy before sharing or posting publicly
* No review of intellectual property rights of content or images

# Issues

* Part of the Marketing Committee’s goal should be numbers of impressions to target audiences. Currently we have not system in place to measure or estimate the number of impressions of our communications
* Committee members are not full-time career marketing people. If the Committee was able to get an agency to offer pro bono support, this could increase the quality of the communications tremendously
* Communication between committees and members needs to be more consistent. Thought should be given to creative ways to share news and information across the membership.
* The Committee currently does not have the expertise or tools to create colorful, catchy graphics and videos. The committee should take on the challenge to expand its use of imaginative graphics, audios and videos.