



Marketing & Communications Committee

Terms of Reference

Mandate

The Marketing and Communications Committee is a Standing Committee of the Board. It is responsible for assisting the Board in fulfilling its responsibilities relating to corporate marketing, programs related to external sponsorship, **fund development** and communication to members and stakeholders including publications, website, and social media.

Key Duties

In fulfilling its mandate, the Committee will perform the following key tasks:

Develop a marketing and communications plan, and review and monitoring progress;

- Assist the Executive Director in developing a brand image which increases Archery Canada's ability to attract sponsors, investors and create new business opportunities for the sport;
- Assist in communicating Archery Canada's 'brand' provincially, regionally, nationally and internationally;
- Create and implement a web and social media strategy and policy in both official languages;
- Develop a media distribution list and establishing relationships with media;
- Assist in the development of marketing and sponsorship materials and rates;
- On an ongoing basis provide expertise to enhance the quality of Board discussion on related matters, and facilitate effective Board decision-making in this area; and
- Perform such additional tasks as may be delegated to the Committee by the Board from time to time.

Develop a fund development plan, review and monitoring progress;

- **Assist the Executive Director in developing a fund development programs and strategies including merchandising, donation campaigns and fundraising activities**
- **Assist in communicating executing Archery Canada's fund development plans**

Composition

The Committee will be composed of 4 to 6 persons. The Board will designate the Chairperson of the Committee, who will normally be the Vice-President Marketing and Communication. The Committee will include at least one man and at least one woman.

Appointment

The Board appoints members to the Committee within 30 days of the Annual General Meeting, for a term of three years, with no maximum number of terms. Should a vacancy occur on the Committee, for whatever reason, the Board may appoint a qualified person to fill that vacancy for the remainder of the vacant position's term. The Board may remove any member of the Committee.

Meetings and Resources

The Committee will meet by telephone or in person, as required. Meetings will be as called by the Chairperson. The Committee will receive the necessary resources from Archery Canada to fulfill its mandate, and may from time to time have staff persons assigned to assist the Committee with its work.

Reporting

The Committee will report to the Board, in writing, at every meeting of the Board. The Committee will report to Members at the Annual General Meeting, in the form of a written report.

Review and Approval

These terms of reference were approved by the Board of Directors on August 7, 2013 and revised on June 16, 2020. These may be reviewed from time-to-time by the Board.

Reviewed and Approved **June 16, 2020**