



## **Marketing & Communications Committee – Terms of Reference**

### **Purpose:**

Communicate and promote EUPA's programs within the greater Edmonton area.

### **Responsibilities:**

The Marketing & Communications Committee responsibilities include but are not necessarily limited to those listed below:

- Conduct all necessary marketing research and report relevant findings to the EUPA board.
- Develop and implement cohesive marketing communications plan for all EUPA programs that will increase awareness of EUPA and Ultimate in Edmonton.
- Build EUPA's brand identity and communicate to members to create brand ambassadors.
  - Demonstrate to EUPA members why it is important to promote Ultimate and EUPA, and provide resources to assist members in doing so.

### **Resources:**

The EUPA Board of Directors in the EUPA yearly budget will allocate funds to the Marketing & Communications Committee for the year. All requests for additional funds, required for specific projects or general committee operations, should be presented to the EUPA Treasurer for review.

All requests for procurement or use of EUPA equipment, required for specific projects or general committee operations, should be presented to the EUPA General Manager for review.

### **Composition:**

#### Committee Chair:

The Committee Chair will be appointed by the EUPA Board of Directors, and will act as a representative of the Board.

#### Committee Members at Large:

- The Marketing & Communications Committee will consist of a minimum of 3 and a maximum of 5 members.
- The Marketing & Communications Committee must have a representative from the EUPA Board of Directors.

- The Marketing & Communications Committee must have the EUPA General Manager as a member.

#### Committee Roles:

##### Committee Chair

- Schedule and chair all meetings.
- Provide leadership and direction to the committee, and ensure the committee is kept on track for all goals they have set for themselves.

##### EUPA General Manager

- Execute all initiatives required for the operations of EUPA's marketing communications plan.
- Perform market research and relay information to the rest of the committee. Prepare recommendations to be put forward to the EUPA board.
- Ensure proper management of funds for all EUPA marketing and communications expenditure.

##### Members at Large

- Stay up to date on all marketing and communications work and provide insight to improve operations.
- Assist with market research initiatives.

#### **Term of Membership:**

The term of office will be a minimum of 1 year with no maximum.

#### **Meetings:**

Meetings will take place a minimum of once per quarter.

Committee members will be provided with a minimum of one weeks notice before all meetings.

Circumstances permitting meetings will take place in person; attendance via electronic methods will also be accepted. 50% of the committee will be required for quorum.

The meeting agenda will be prepared by the committee chair and shared with all committee members through Google Docs or email at least 24 hours prior to the meeting.

Additional communication between committee members, outside of meetings, shall take place through email to ensure all committee members are kept up to date with committee work and discussion.

#### **Records and Reporting:**

Marketing & Communications Committee meeting minutes will be recorded by a member of the committee and will be submitted to all committee members in the week following the meeting through Google Docs.

The EUPA Board Representative will report to the Board on a monthly basis at the EUPA board

meetings.

**Related policies / By-laws**

- The Marketing & Communications Committee will ensure all goals and work are aligned with EUPA's 3 Year Strategic Plan with a specific focus on the Community and Participation pillars.

**Review**

The Marketing & Communications Committee Terms of Reference will be reviewed at EUPA year-end, next review September 30, 2015.