

AAWGT MARKETING AND COMMUNICATIONS COMMITTEE CHARTER

December 2017

PURPOSE

The purpose of the Marketing and Communications Committee is to foster a positive public image for AAWGT, to gain visibility for the organization through effective communication that conveys the purpose, mission, goals, and activities of AAWGT to targeted audiences, and to coordinate with other AAWGT committees to ensure informative and consistent messaging.

RESPONSIBILITIES

1. Develop and maintain written policies for effective, efficient delivery of information through website, traditional media, and social media.
2. Coordinate with Membership, IT, Education, and Leadership Development and Nominating (LDN) committees to establish consistent messaging in all written materials in all forms of media.
3. Develop and maintain communications calendar, including newsletter publication and timeline for article submission and traditional and social media advertising for AAWGT events.
4. Create and distribute bi-monthly e-newsletter. Solicit appropriate content from respective committees.
5. Collaborate with committee chairs to create promotional materials for AAWGT general meetings and other events.
6. Produce program for eight general meetings per year.
7. Maintain traditional media contacts, submit press releases, photos/captions, and content for digital calendars.
8. Publicize AAWGT general meetings and other programs to communicate the impact of AAWGT, AAWGT grants in community, and giving circles generally.
9. Contribute content for social media. Expand scope and effectiveness of Facebook and other media, as appropriate.
10. Develop and update as needed elevator speech for AAWGT and talking points for AAWGT and committees.
11. Oversee brand styling including logo, colors, and usage guidelines.

PROCEDURES

1. The committee consists of a Chair, Assistant Chair, and sufficient members to manage workload.
2. Chair and Assistant Chair attend all Steering Committee meetings.
3. Chair and Assistant Chair communicate regularly with the President and Vice President on committee issues and apprise them in advance of topics that warrant discussion at Steering Committee meetings, or of significant changes in committee operations.
4. Committee meets as needed to conduct business.
5. Committee identifies and suggests qualified and available candidates (including themselves) for future committee leadership to LDN Committee between March and September.
6. Committee coordinates with other committees to ensure committee needs and priorities are accomplished.
7. At any transition of leadership of the committee, the outgoing Chair and/or Assistant Chair review charter with incoming Chair and Assistant Chair.

POSITION REQUIREMENTS

1. Time commitment for the Chair and Assistant Chair averages 5 hours per week, with 15-20 hours the week before the newsletter is published.
2. Committee members include photographers, writers, and individuals responsible for traditional media outreach, or specific social media channels. Time commitment for committee members varies by responsibility, but averages about 2 to 6 hours per month.