



Marketing & Communications Committee

Committee Description: The Marketing and Communications Committee's (MarComm) purpose is the strategic oversight for all messaging and communications with ACS members, sponsors, general consumers, press and media, and key organizational allies.

Roles & Responsibilities:

- **What does the committee work on?** The committee is responsible for establishing marketing and communications priorities each year and handing them over to staff for execution of such priorities.
- **What tasks do you complete each year?** Our may include, but are not limited to:
 - Target Audience Priorities (e.g., member engagement and communication)
 - Communications Channel Priorities (e.g., website usability optimization)
 - New Messaging Priorities (e.g., Strategic Initiatives)
 - Core Programmatic Messaging

The Committee is also responsible for planning & overseeing resource allocation necessary to attain these priorities.

- Assess the staff capabilities and sufficiency.
- Recommend and approve external professional services required to fill capacity and/or capability gaps.

Finally, the committee supports the attainment of annual business objectives as articulated by the Board of Directors.

- **Is any travel required?** Travel is not required. The committee meets virtually.

Time Commitment:

- The committee meets monthly. 5 hours per month is the expected time commitment to contribute to the committee's work. Given its roles, our work is more evenly spread through the year, with the busiest months leading into the conference.
- Term limits organized with an overlap and continuity plan for standing committees: Three-year terms with opportunity for extension with a second term.

Desired Skills:

- Communications & marketing experience needed include strategic planning, communications development, and multi-channel campaign management.
- Experience with public relations, access to PR contacts, brand creation and strategy, and project management.

Current Meeting Schedule:

- The committee meets bi-monthly.
- **How many meetings are required to attend?** Members are expected to attend a minimum of 70% of committee meetings to advance committee work.

Interested in joining a committee? Email us at info@cheesesociety.org