



Marketing & Communications Committee

Committee Description: The Marketing and Communications Committee's (M&C) purpose is the strategic oversight for all messaging and communications with the organization's target audiences: members, sponsors and donors, general consumer constituents, 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 hand 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.

- Create an annual budget for Finance Committee review and oversee the use of the approved budget with staff liaisons.
- Assess the staff capabilities and sufficiency.
- Recommend and approve external professional services required to fill capacity and/or capability gaps.

Finally, the committee support 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. 2-5 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 busiest months leading into 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.

Current Meeting Schedule:

- The committee meets 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

