

MARKETING COMMITTEE CHARTER



PURPOSE

The purpose of the Marketing Committee is to steward the Film Festival's brand and image, assure that the Institute has internal and external marketing and communications programs targeted at specific market segments, and that our programs are consistent with clearly defined objectives to enhance the reputation and recognition of the Institute.

ORGANIZATION

The purpose of the Marketing Committee is to steward the Film Festival's brand and image, assure that the Institute has internal and external marketing and communications programs targeted at specific market segments, and that our programs are consistent with clearly defined objectives to enhance the reputation and recognition of the Institute.

REVIEW OF CHARTER

This charter shall be reviewed and reassessed by the Marketing Committee annually, and any proposed changes shall be submitted to the Board of Directors for approval.

STRUCTURE

The Marketing Committee shall consist of four or more members appointed by and serving at the pleasure of the Chair of Marketing. The Chair of the Marketing Committee shall be appointed by the Board of Directors. The Chair of Marketing and the President shall be members ex officio of the Marketing Committee. Members should have experience in marketing and communications and should be able to open doors for external support of the festival. A quorum of any meeting of the Marketing Committee shall consist of a majority of its voting members.

MEETING, AGENDA, AND REPORTS

Meetings shall be held as deemed necessary by the Chair of the Marketing. The Chair of Marketing, in collaboration with the committee designee, shall be responsible for establishing the agendas for meetings of the Committee. An agenda, together with relevant materials, shall be sent to the Committee members in advance of each meeting. Minutes for all meetings shall be prepared in draft form by the staff designee and reviewed by the Chair, and shall be approved by the Committee members at the following meeting. The minutes shall be made available via Google Drive. The Committee shall submit regular reports to the Board of Directors.

AUTHORITY + RESPONSIBILITIES

PRIMARY RESPONSIBILITIES

- a. Recommend to the Board of Directors and various Committees appropriate language and visual representation of Stamped to all external audiences;
- c. Assure adequate resources and proper usage of marketing funds to support the originations annual goals;
- d. Assure proper positioning of Stamped Film Festival with media partners;
- e. Maintain liaison with the Experience Committee to ensure alignment of objectives;
- f. Ensure unified branding and messaging across the organization; and
- g. Conduct a semi-annual self-evaluation surrounding of the performance of the Committee, and the effectiveness and compliance with this charter.

MARKETING COMMITTEE ROLE DESCRIPTION



OVERVIEW

Support overall comprehensive marketing and communications strategy. Partner with committee members to oversee a consistent and active communication strategy to all stakeholders and audiences for the purposes of program messaging, fundraising, awareness and branding.

- Contribute expertise to assist the Board of Directors in establishing organizational marketing, branding and communication plans, initiatives, and directives.
- Advise the Board of Directors and other Committees on strategies and best practices for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Instagram, etc), email campaigns, public relations, website and printed collateral.
- Maintain and build relationships with local media partners/members of the press in conjunction with other Committee efforts.
- Identify key speaking engagements for staff and community to help market and brand the center.

ABILITIES + SKILLS

PERSONAL

- Fulfill annual time commitment.
- Willing and able to make asks on organization's behalf (ambassadors).
- Honesty, integrity and respect for others.
- Visionary: future orientation.
- Good communications skills; open-minded and articulate.
- Strong team-builder and team member.
- Leadership skills.
- Self-confident and outgoing personality.

PROFESSIONAL

- Direct experience developing and implementing marketing strategy.
- Experience with development of branding strategies.
- Graphic and or visual design experience.
- Demonstrated interest in the non-profit/social responsibility sector.
- Excellent written and verbal communication skills.
- Comfortable working in a fluid environment and taking initiative.
- Be an expert on the organization in general, including mission, vision, direction, and an expert about Board matters in particular, such as major issues, policies and procedures, and board priorities.
- Demonstrated effectiveness in meetings and task forces; seen as a leader.
- Leadership experience in another organization, especially non-profit organizations.
- Solid professional reputation.