MARKETING COMMITTEE CHARTER

PURPOSE

The purpose of the Marketing Committee is to manage the festival’s brand/image, coordinate internal and external marketing and communications that align with our mission while enhancing the reputation and recognition of the festival.

REVIEW OF CHARTER

This charter is reviewed and reassessed by the Marketing Committee annually and any proposed changes are submitted to the Board of Directors for final approval.

STRUCTURE

The Marketing Committee consists of four or more members appointed by and serving at the direction of the Chair of Marketing. The Chair of the Marketing Committee shall be appointed and confirmed by the Board of Directors. The Chair and the President are members ex officio of the Marketing Committee. Committee members must possess experience in marketing and communications and should be able to support multiple mediums of communication for the festival. A quorum of any meeting of the Marketing Committee shall consist of a majority of its voting members (75%).

MEETING, AGENDA, AND REPORTS

Meetings are be held as deemed necessary by the Chair of the Marketing. The Chair of Marketing, in collaboration with the committee designee, is responsible for establishing the agendas for meetings of the Committee. An agenda, together with relevant materials, is 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 monthly reports (verbal or written) 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 external audiences

c. Assure adequate resources and proper usage of marketing budget to support the originations annual goals

d. Assure proper positioning of Stamped Film Festival with media partners

e. Maintain a close partnership with the Experience Committee to ensure alignment of objectives

f. Ensure unified branding and messaging across the organization

g. Conduct an annual self-evaluation surrounding the performance of the Committee’s effectiveness and compliance with this charter.

COMMITTEE ROLE DESCRIPTION

OVERVIEW

Support a comprehensive marketing and communications strategy; partnering with committees to oversee a consistent and active communication strategy. The committee serves to advise the Board of Directors by establishing annual marketing objectives, budgets, and additional initiatives and directives.

• Advise the festival committees on strategies and best practices for various marketing communications channels and web presence 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/supporting organizations.

• Identify key media channels and opportunities for a spokesperson(s) to help spread awareness and increase participation/attendance.

ABILITIES + SKILLS

PERSONAL

• Ability to fulfill the annual time commitment

• Willing and able to serve as an organizational ambassadors

• Demonstrate honesty, integrity, and respect for others

• Visionary: future orientation

• Possess excellent communication skills; open-minded and articulate

• Strong team-builder and team member.

• Leadership skills.

• Self-confident and outgoing personality.

PROFESSIONAL

• Direct experience developing and executing a marketing strategy (or part of one).

• Experience with the development of branding strategies.

• Graphic and or visual design/layout experience or consulting (Graphic Design role)

• Demonstrated interest is the non-profit/social responsibility sector.

• Excellent written and verbal communication skills. (PR or Press role)

• Comfortable working in a fluid environment and taking initiative.

• Willing to become an expert on the organization’s history, mission, vision, and direction.

• Experience in another organization, particularly non-profit organizations.

• Solid professional reputation with references.