



## **COMMUNICATIONS & MARKETING COMMITTEE**

### **Purpose**

- The Committee sets the vision for and manages OUTBermuda's overall communications and media strategy.
- The Board will approve, if recommended by the Committee branding, marketing and communications guidelines (or an overall plan)

### **Accountability**

- The Committee Chair is appointed annually by the Board of Directors and the Committee is appointed by the Committee Chair, in consultation with the Governance Committee.
- The Committee reports to the Board of Directors.

### **Composition and Term of Service**

- The Committee should strive to have a minimum of three members who may be Board or non-Board members.
- Committee members are selected based on a diversity of community networks and interest in the mission of OUTBermuda. Ideal experience and skillsets are visionary, public relations.
- The Executive Director (non-voting) and Board Chair (ex officio) serve on the Committee.
- The term of service is one year, with opportunities for serving additional terms.

### **Responsibilities**

- Engage in advocacy and networking for OUTBermuda, as appropriate.
- Ensure any branding, marketing and communications guidelines and plan are being adhered to.
- Work with the Executive Director on creating and revising media and fundraising collateral; managing the content and design of the website and other social media platforms
- Preparing and managing any external communications (press releases)
- Evaluate effectiveness of marketing and communications efforts and provide advice and support to the Executive Director as needed.

### **Committee Member Expectations**

- Attend and participate in regular Committee meetings.
- Prepare adequately for meetings in order to make informed decisions.
- Make an annual financial gift to OUTBermuda.