

# Terms of reference for Marketing Officer

- A management committee role.



These Terms of Reference are linked to and draw from the 'Articles of Association and Club Rules' dated 04.02.2008 and serve to provide a further clarification of the Role of the Committee member in pursuance of their duties to the club.

This role replaces and expands on the previous Press & Publicity officer's role, to create better value for the club.

	Reference	Terms
1.	Requirements of role	<ul style="list-style-type: none"> <li>a) Holds full club membership and be current.</li> <li>b) Ability to communicate and work effectively with members and the committee in a supportive and cohesive manner, drive the club forward with ideas in their area of responsibility.</li> <li>c) Ability to write produce professional looking marketing collateral (e.g. for member recruitment, club's image, club stand at shows/events).</li> <li>d) Ability to liaise with the public, press, 3<sup>rd</sup> parties (organisations, companies, public) in a professional manner.</li> <li>e) Ability to be present at most major shows/events to market the club.</li> <li>f) Ability to be available at committee meetings every 6-8 weeks and work within club governance for role.</li> </ul>
2.	Authority of role	<ul style="list-style-type: none"> <li>g) Makes final decisions on content of all clubs marketing collateral for publication.</li> <li>h) Liaises with 3<sup>rd</sup> party organisations, members and the public on behalf of the club for the purposes of creating partnerships to enhance the clubs image/branding.</li> <li>i) Has a vote on all committee decisions when put to the ballot.</li> </ul>
3.	Governance of role	<ul style="list-style-type: none"> <li>j) Produces and maintains professional looking marketing collateral in a reasonable timeframe as agreed by the committee for the following areas: club promotion, membership recruitment; clubs purpose and objectives, club activities.</li> <li>k) Uses the forum extensively to recruit/convert non-members to paid-up members; liaises with Internet Officer/CTO as needed for details of forum only members.</li> <li>l) Produces an electronic news letter quarterly for publication to all members via email, containing club news, new members and their vehicles, shows &amp; events (major and minor), interviews, and any such club arranged or member activity that may be of interest to the whole membership.</li> <li>m) Be available at most major shows/events to actively market the club by talking to the public.</li> <li>n) Ensures any 3<sup>rd</sup> party branding or copyright is not infringed.</li> <li>o) All collateral (with photographs, images, graphics) generated as part of the role will belong to the club.</li> <li>p) Ensures prior approval from club Treasurer before any financial commitments are made.</li> <li>q) Reports at every committee meeting: progress on collateral development, progress on any 3<sup>rd</sup> party partnerships; expenditure for period; any new ideas.</li> <li>r) Reports any issues arising for day-to-day matters to an executive committee member as soon as possible, by phone or email.</li> <li>s) Any non-conformance to the Terms of Reference will be assessed by the executive committee for the proper functioning of the club and taken to the full committee with appropriate recommendation.</li> </ul>

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## Acceptance of Office

- All documents, photographs, and such material are the property of the club and maintained by the designated officer for the duration of their term. Documents must not be freely emailed or distributed to other club members and should be only visible to committee members in pursuance of their duties.
- As a committee member, the officer realises that all communication verbal, written, via forum in following their duties and interaction with other members as well as the public, is a representation of the club and a reflection of the committee. It is a privilege bestowed upon them. Therefore, extra care and consideration must be exercised without exception as to the tone and content of their communication.
- Communication should also be prompt in response to other committee member's requests by email, PM or phone. Unless the committee member has notified his absence to other committee members (e.g. due to holiday, sickness, personal matter) in advance, a response should be given within 2 days, even if it is to let the other member know that they will respond fully soon. Due to the responsibility of an executive committee member, he/she must respond within 1 day due to their day-to-day role.
- The officer accepts that the role will require a significant amount of their personal time in order to make the role work for the club. Therefore he/she must satisfy themselves before acceptance of the role that they are able to freely contribute to the club, for their particular office. In special circumstances and for short periods of time, the officer may transfer his/her duties to another officer by full agreement of the committee.
- If the committee feels that a committee member is unable to fulfil their Terms of Reference – hold their office as required and support the proper running of the club, such that it is having a detrimental effect, then the committee will bring this to the attention of the Chairman. This is not a disciplinary process, but an early low key intervention to support the member in their office. However, any significant breach of the Terms of Reference will require a disciplinary action brought against them by the committee.

### Acceptance of Committee position

Name:

Date:

Signature: