

Committee Name	Marketing & Communications
Mandate	The role of this committee is to assist in the development and implementation of marketing and communication strategies of the association and its properties.
Key Duties	<ul style="list-style-type: none"> • Support and enhance the organizations communication strategies including website, e-newsletter and social media. • Support and enhance sponsorship strategies of the association and its properties. • Assist in the development of fundraising / revenue generation initiatives. • Assist in the development of an association branding strategy ensuring the application of the brand image complies at all levels of the organization. • Leverage committee member assets and relationships. • Provide creative input and ideas. • To advise on the creation of sub-committees that may assist the marketing functions. • Perform such additional tasks as may be assigned to the Committee by the Board or the Executive Director.
Composition	The committee shall be composed of the Chairperson plus 2-3 volunteer members with marketing experience. Staff Liaison: Executive Director, Manager of Communications & Special Events
Authority	The Committee will make recommendations for input from the membership and approval of the Board of Directors. The committee can form working groups whenever necessary to facilitate the committee's work. The committee's plans (annual, quadrennial, etc) and the annual budget must be approved by the Executive Director.
Appointment / Term	With the exception of staff, the Board of Directors shall appoint the chairperson and the chairperson shall nominate all other committee members to be approved by the Board. Nominations from the volleyball community should be solicited. When approving the committee membership, the Board will consider the ability and experience of the candidate as well as the diverse nature of Volleyball Manitoba's membership, including gender and geographic location. Chair and Members of the Committee will serve terms of one year, and such term may be renewed to a maximum of six consecutive terms.
Meetings	The committee shall meet 2-3 times per year in person and as required by conference call, along with regular communications through email. Meetings will be called by the Chairperson or Executive Director.
Resources	The Committee will receive the necessary resources from Volleyball Manitoba, within budgetary limitations, to fulfill its mandate.
Reporting	The Committee Chair will provide a written report to the Board of Directors one week prior to each Board meeting. Recommendations may also be forwarded to the Executive Committee as required. The Committee will also provide a written report if applicable to the membership at the Annual General Meeting.
Approval	These Terms of Reference were approved by the Board of Directors of Volleyball Manitoba on November 21, 2017.
By-Laws	The provisions of sections 11.05 – 11.08 and 12 of the By-Laws will also apply.
Review	The Committee and the Board of Directors will review these terms periodically and at minimum annually at the first meeting following the Annual General Meeting, and will make changes if warranted.