

## **Terms of Reference for the Marketing Committee**

**The Committee is responsible for developing ANC's marketing including advising on issues relating to the media, social media and lobbying or other external promotional activities.**

**The responsibilities of the Committee are as follows:**

1. To meet as required to discuss marketing strategy & policy and any other related issues delegated by the Board.
2. To work with and assist the PR consultants appointed by the Board.
3. To assist with and contribute to the development of media resources.
4. To support those members who act as spokespeople in responding to press enquiries.
5. To agree priorities for any marketing campaigns, develop an annual strategy and assist in producing the materials required.
6. To be answerable to the ANC Board on all aspects ANC marketing and media, by way of reports submitted to Board Meetings.