



Marketing & Communications Committee

Terms of Reference

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Committee Purpose

The Marketing & Communications Committee is an ad hoc Working Committee of BC Artistic Swimming. The Committee is responsible for engaging a firm or consultant specializing in marketing and communications to develop a provincial strategy to grow and increase the profile of artistic swimming in BC and to effectively brand BCAS programs and services.

Committee Composition

The Marketing & Communications Committee includes:

- A Committee Chair appointed by the BC Artistic Swimming President.
- Up to 4 additional Members, appointed by the Board of Directors, which may include other Directors or individuals with expertise or experience in marketing, communications or a related field.
- The Committee is supported by the Executive Director as the staff liaison and as an ex-officio member of the committee.

Term of Committee Membership

- The Committee Chair serves at the pleasure of the BCAS President.
- The Executive Director serves within the terms of their employment contract.
- Other members are recruited by the Board, staff, Chair or members of the Committee and appointed for the period in which the committee is operational. Consideration should be given to diverse expertise, experiences, and identities.

Scope of Responsibility

The Marketing & Communications Committee is responsible to:

- identify the marketing and communications needs and goals of BC Artistic Swimming and artistic swimming in BC.
- prepare a market analysis for artistic swimming.
- recruit, screen and select professional marketing and communications experts to develop a Marketing & Communications Strategy and supporting resources for artistic swimming in BC.
- collaborate and support staff to implement and monitor the Marketing & Communications Strategy.

Accountability

The Committee will:

- will meet as required to perform its duties
- work within the boundaries of approved budgets
- report to the Board of Directors through the Chair or staff liaison and at the request of the President or Executive Director
- seek approval of the Board of Directors for any initiative that falls outside of the scope of the Strategic Plan or annual Operating Plan