



Committee Description

Marketing & Communications

Committee Overview

The Marketing and Communications Committee exists to create awareness and interest in the WISE value proposition. Activities are targeted towards potential and existing members, partners and industry organizations. The Committee will leverage PLMA, media and networking relationships to expose and expand the WISE messaging. Social media presence and interaction to increase awareness and WISE participation. The Committee must understand changing market trends and adjust strategy accordingly.

Reporting Requirements

- Updates to BOD for monthly calls and quarterly in-person meetings.
- Communication on budgets, and actual spend with Finance Committee.
- Report out to membership at Annual Meeting.
- Publication of Annual Report.

Meeting Cadence

The committee at large meets twice every month. Meetings are held via conference call / webinar. Sub-committee meetings may take place on a separate cadence depending on sub-committee and project work being supported.

Meeting Agendas are published twenty-four hours ahead of the meeting to make efficient use of everyone's time.

Media campaigns are critical to the success of the committee's objective.

Committee Responsibilities

See Plan on a Page document for detailed activities of the committee

Committee Member Qualifications

The ideal committee members have a background in marketing or communications with a passion to drive WISE to the next level! Your energy and ability to manage project work as a volunteer is key. Many projects will need to be worked on within a deadline to support the key events and activities of the organization. Brand management experience is desired, but not required. Solid communication skills, across a virtual organization is needed for success in this role.



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Named Roles & Responsibilities

Leadership

- 1) Committee Co-Chairs (Time Commitment: minimum ten hours per month)
 - Two co-chairs will lead this committee. One will focus on Marketing and one on Communications. The committee chairs must be Board Members and will coordinate and direct the activities of the committee in guidance with the WISE Strategic Plan.
- 2) Committee Vice-Chairs (Time Commitment: minimum eight hours per month)
 - Two vice-chairs will be aligned supported the two Chairs.

Project Leads

- 1) Top Women in Store Brands Awards (Time Commitment: two to four hours per month during seasonal activities)
 - During the period of nominations and awareness around the TWISB development each year (May – Nov) provide leadership around the nomination process, selection process and communication process.
- 2) Social Proof Campaign (Time Commitment: six to eight hours per month)
 - Lead the on-going campaign to solicit testimonials (both written and video) around the value of WISE. Work with other committee members to include Social Proof on the website, in social media outreach and in newsletter communications.
- 3) Social Media Management (Time Commitment: eight to ten hours per month)
 - Manage the WISE presence through HootSuite to ensure content is delivered through the core social media sites of Facebook, LinkedIn and Twitter. Recruit other members to drive content, manage the messaging and ensure minimal contact points are executed throughout the year.
- 4) WRC Interface (Time Commitment: four hours per month)
 - Attend Professional Development Committee calls to understand the content and support required for the WRC. Provide updates back to the M&C team on bi-monthly calls. Ask for a PD Committee Member to attend the M&C call as needed to directly brief the M&C Committee.
- 5) Webinar Communications (Time Commitment: four to six hours per month)
 - Attend Professional Development Committee calls to understand the content and support required for the WRC. Provide updates back to the M&C team on bi-monthly calls. Ask for a PD Committee Member to attend the M&C call as needed to directly brief the M&C Committee.



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Named Roles & Responsibilities (continued)

Committee Liaisons

- 1) Membership / Partner (Time Commitment: four hours per month)
 - Attend the Recruiting / Membership Committee's monthly meeting as well as the Partner Liaison Committee's monthly meeting. Bring any campaigns back to the M&C Committee meetings for assignment to volunteers to support the other committees.
- 2) Events (Time Commitment: four hours per month)
 - Attend the Event Committee's monthly meeting. As events are planned, create the brief needed to ensure the event is marketed as the Event Committee would like to drive attendance / participation. Report into the M&C Committee at the bi-monthly meeting on the activities of the Event Committee.

Note: No Professional Development as this is covered through WRC Interface and Webinar Communications

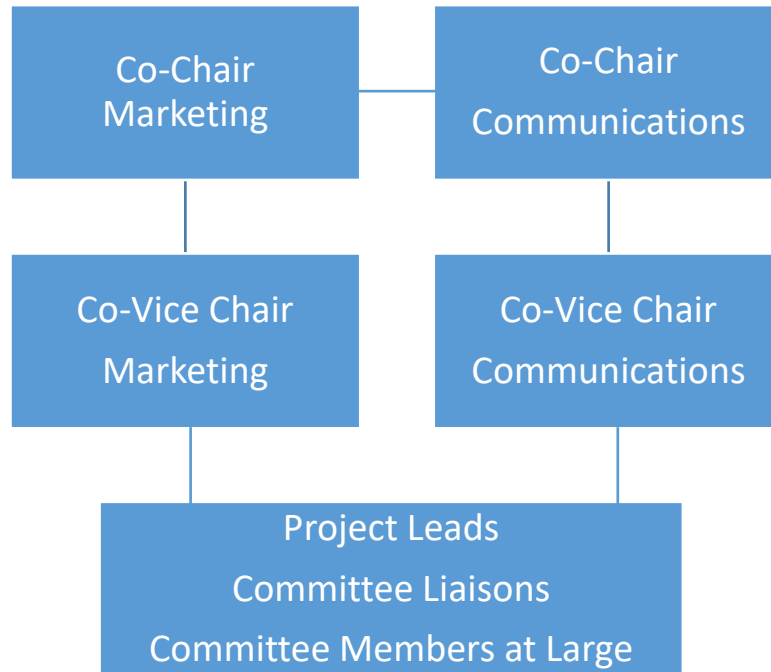
Members at Large

- Several committee members will serve in an ad hoc manner support project work and the overall committee deliverables. Time commitment for these roles is two to four hours per month.



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Committee Structure



Standing Bi-Monthly Meeting Agenda

- 1) Named Position Report-Outs (Led by Volunteers in Positions)
 - a. Social Proof Campaign
 - b. Social Media Management (Facebook, LinkedIn, Twitter)
 - c. WRC Interface
 - d. Webinar Communications
 - e. Membership / Partner
 - f. Events
- 2) Review Annual Editorial Calendar
- 3) New Activities That Require Support (Led by Co-Chairs / Vice Chairs)
 - a. Assign activities
 - b. Create timelines
- 4) General Comments / Feedbacks (All)