

# MARKETING AND COMMUNICATIONS COMMITTEE

## Committee Charter - FY2019

### **COMMITTEE PURPOSE**

The purpose of the Marketing and Communication Committee of the Gwinnett Coalition for Health and Human Services is to refine and steward the organization's brand and image, assure that the organization has internal and external marketing and communications programs targeted at specific market segments, and that its programs are consistent with clearly defined objectives to enhance the reputation and recognition of the organization's programs, services, and community partners.



### **ESSENTIAL RESPONSIBILITIES**

In collaboration with the Gwinnett Coalition's Chief Operating Officer, the committee provides and serves as subject matter experts and guides in the delivery of marketing and communications vehicles to organizational stakeholders through the following:

- **Annual Strategy and Planning:** Develop and provide oversight of internal and external communications plan that articulates key deliverables that align to organizational goals and budget.
- **Brand Messaging:** Develop and maintain consistent key messages and monitor graphic standards.
- **Content Creation:** Create, schedule, and distribute compelling "Storytelling" content that provides value to target audiences across print, digital, social media, websites, email, and other communication channels.
- **Social Media Content and Engagement:** Actively track and manage the organization's social media profiles to engage with followers and attract new audiences.
- **Website Oversight:** manage website redesign, updates through WordPress CMS, and implement strategies that increase website traffic and conversions.
- **Media Relations:** Research, maintain, and cultivate relationships with local and regional media outlets and position organizational leadership as "go-to" experts for stories related to health and human service topics. Proactively pitch news and human interest stories and success stories to reporters, writers, and assignment editors.
- **Collateral Production:** Support copyediting, contribute to content development, source imagery, and coordinate with vendors to produce collateral pieces, promotional materials, newsletters, and annual reports.
- **Email Marketing:** Manage opt-in and unsubscribe lists, develop email campaigns and newsletter templates within marketing automation platforms, draft and manage email content, testing, and sending.
- **Tracking and Reporting:** Capture, analyze, and report social media, email, website, and metrics, insights, trends, and best practices.

### **REVIEW OF CHARTER**

This charter shall be reviewed and reassessed annually by the Marketing and Communications Committee.

### **MEMBERSHIP STRUCTURE**

The Marketing and Communications Committee shall consist of 8-12 members. The Chair of the Marketing and Communications Committee shall be appointed by the Executive Director or Chair of the Board. Members should have experience in marketing and communications and should be able to open doors for external support of the organization. The Chief Operating Officer and/or their designees shall be staff to the Committee.

### **MEETINGS**

Meetings shall be held monthly on the fourth Thursday of each month, or as deemed necessary by the Chair, at the offices of the Gwinnett Coalition. Meetings begin promptly at 4:00 PM.

## **AGENDA – MINUTES – REPORTS**

The Chair of the Committee, in collaboration with the staff designee, shall be responsible for establishing the agendas for meetings. An agenda, together with relevant materials, shall be sent to the Committee members in advance of each meeting. Minutes for all meetings shall be prepared in draft form by the staff designee and reviewed by the Chair, and shall be approved by the Committee members at the following meeting. The Committee shall make regular reports to the Board of Trustees.

## **COMMITTEE COMMITMENT**

The following outlines what each committee member is committing to each year they serve on the Gwinnett Coalition for Health & Human Services Marketing and Communications Committee:

- Attend Monthly Meetings: Fourth Thursday of the month at 4:00 pm at the offices of the Gwinnett Coalition. If you cannot attend, please send a representative from your organization to observe.
- Essential Responsibilities Leader: Each committee member will select one of the committee's essential responsibilities to oversee for the year. For this first year, it will include defining the full scope of work and any necessary procedures. Once this is documented, you will ensure that the efforts are executed and adjusted as needed. See the committee charter for the Essential Responsibilities.
- Quarterly Agency Profile : Once a quarter, interview an agency and write a profile that we can use to promote them on social media and the Gwinnett Coalition's website.
- People Helping People Producer: Each committee member will help produce one segment of People Helping People. The segment will be assigned to you, and samples, procedures and best practices will be provided to help you with this process.