

Campaigns and Marketing Committee Terms of Reference

Purpose

The Campaigns and Marketing Committee has delegated responsibility on behalf of the Board of Trustees, for overseeing the Union's priority campaigns and ensuring that agreed priority campaign plans are being implemented and that the Union is progressing its campaign objectives. The Committee is also responsible for overseeing the Union's marketing management, including press and public relations, sponsorship and advertising sales, and fundraising. The Committee is responsible for ensuring that the Union meet the needs of its members; this includes scrutinising the Union's marketing strategy and marketing plans and overseeing the interface between marketing management and democratic engagement.

Remit

1. To annually approve, at its first meeting of the academic year, the Union's priority campaign plans, which should include evidence that each campaign is a priority for the Union's members
2. To receive a progress update against each priority campaign at each meeting of the Committee, following the first meeting of the academic year
3. To receive, at its first meeting of the academic year, a review of the Union's priority campaigns from the preceding year, identifying improvements in campaigning activity and tactics
4. To assist in the development of and to approve a marketing strategy for the Union.
5. To oversee the integration of marketing management with operational management.
6. To ensure implementation of and to monitor progress against the marketing strategy.
7. To ensure development of marketing plans for all appropriate areas of the Union and to monitor implementation of such plans on a periodic basis.
8. To receive regular reports summarising market research activity and subsequent action plans.
9. To ensure development of a corporate image and communications strategy.
10. To receive reports on new services or initiatives and their supporting marketing plans.
11. To receive an annual 'demographics report' detailing the Union's membership and its demographic breakdown and highlighting any areas of interest that arise from analysis of such breakdown.

Responsibility and Authority

- The Committee shall endeavour to promote a culture of accountability and transparency throughout the Union's operations and among its staff and officers.
- To call any investigation considered necessary and to call any individual or document relevant to any such investigation in order to meet the objectives and remit detailed above.
- The Committee shall appoint one of its full members as the Chair of the Campaigns and Marketing Committee.
- The quorum shall be at least 3 trustees, one of whom must be the Chair of the Board or the Chair of the Campaigns and Marketing Committee.

Membership

- Chair of the Board (ex-officio)
- At least four trustees (appointed by the Board of Trustees)

In attendance

- Chief Executive
- Director of Operations
- Director of Marketing and Business Development
- Licensed Trade Manager (where relevant to meeting)
- Representation and Democracy Manager (where relevant to meeting)
- Marketing Communications Manager (where relevant to meeting)
- Governance Support Manager

Resources

- Any financial resources necessary to achieve the Committee's objective.
- Any management resources necessary to achieve the Committee's objective.
- Appointment of other professional advisors as required to perform its role effectively.
- Chief Executive to draft papers and reports for the Committee and to develop the agenda for Committee meetings in conjunction with the Governance Support Manager and the Chair.
- Governance Support Manager to take minutes and collate papers for Committee meetings.

Regularity of Meetings

At least three meetings per annum