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## **MARKETING & COMMUNICATIONS COMMITTEE – Terms of Reference**

*This Terms of Reference has been created in accordance with the Techsploration “Procedures for Committees” document.*

### ***Purpose:***

- The Marketing & Communications Committee oversees the strategic aspects of Techsploration’s marketing and communications functions – research, planning, implementation and evaluation and makes recommendations to the Board of Directors. To accomplish this the committee will:

### ***Responsibilities:***

- Develop a marketing & communications plan and adjust/provide ongoing monitoring at committee meetings,
- Provide direction and oversee planning of marketing and communications activities,
- Develop policies and procedures related to marketing & communications initiatives,
- Determine the capabilities, use and development of resources surrounding marketing & communications activities,
- Create and communicate the Techsploration ‘brand’ provincially, regionally, nationally and internationally,
- Control, mitigate and manage risk to the organization as a result of marketing & communications activities,
- Monitor activities to ensure they aligned with Techsploration’s corporate charter, policies and procedures,
- Perform other duties as may be assigned by the Board of Directors.

### ***Committee Membership:***

The Committee will include at least one member with marketing & communications expertise.

### ***Term of Membership:***

Term of membership is three (3) years.