

Marketing and Communications Committee Charter

Purpose

The purpose of the Marketing and Communications Committee is to refine and steward the DAMA International Chapter of Central Ohio (d.b.a. Buckeye DAMA) brand and image, assure that the organization has internal and external marketing and communications programs, 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; ultimately raising awareness, engaging our community, and driving support for Buckeye DAMA's membership, meetings, and events for data management professionals.

Master Document: [MarketingAndCommunicationsCharter.docx](#)

Essential Responsibilities

In collaboration with Buckeye DAMA's Board of Directors, 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 social media, website, email, and other communication channels.
- [Social Media Content and Engagement: Actively track and manage the organization's social media profiles on LinkedIn¹² and Meetup³](#) to engage with followers, attract new audiences, post event details, leadership team introductions, event photos/videos/recaps, friendly questions that encourage engagement, etc.
- [Website Oversight: manage website redesign, updates through WildApricot CMS⁴⁵](#), implement strategies that increase website traffic and conversions.
- [Email Marketing: Manage opt-in and unsubscribe lists, develop email campaigns and newsletter templates within WildApricot⁴⁵](#), draft and manage email content, testing, sending.
- Collateral Production: Support copyediting, contribute to content development, source imagery, coordinate with vendors to produce collateral pieces/promotional materials/newsletters/annual reports.

Meetings

- **Frequency:** The Marketing Committee shall meet monthly or as needed to discuss and strategize marketing initiatives.
- **Agendas:** The chairperson will set the meeting agenda and distribute it in advance to all committee members.

- **Minutes:** Accurate minutes shall be kept for each meeting and distributed to committee members and other relevant parties.

Review of Charter

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

Membership Structure

The Marketing and Communications Committee shall consist of 8-12 members. The Chair and Co-Chair of the Marketing and Communications Committee shall be appointed by the Board of Directors. Committee Members should be volunteers from the organization membership roster or associates of corporate members. Members should have experience in marketing and communications.