



MARKETING COMMITTEE
DRAFT MANDATE draft April 19, 2011

PURPOSE:

The purpose of the Marketing Committee is to provide expertise in driving the branding and exposure of Ontario Sailing and to develop and implement a marketing business plan within the context of our strategic direction.

GOALS:

- To grow the sport of sailing
- To increase the perceived value in membership of Ontario Sailing
- To increase the level and quality of communications with Ontario Sailing members
- To increase the awareness and visibility of Ontario Sailing in the boating community in Ontario

MAKEUP:

The committee shall consist of a good cross-section of volunteers and staff with appropriate skill and expertise, including, but not limited to marketing, networking, promotions, publicity/pr, and communications.

REPORTABILITY:

The Chairperson of the Committee is the Vice President, Business Development. Chairperson (or his/her designate) will report to the Board of Directors on a regular basis.

RESPONSIBILITIES:

- Develop, with help of staff, a 3 year marketing business plan with specific objectives to supporting the strategic direction and growth of the organization;
- Develop and implement, with the help of staff a new “look and feel” for Ontario Sailing marketing/promotional materials and identity standards for their use and application to ensure cohesiveness across all Ontario Sailing programs and activities, both internally and externally;
- Develop, with the help of staff, a positioning statement for Ontario Sailing, define specific target audiences (existing and new), and outline key messages to each to support the positioning, and goals, ensure cohesiveness across all marketing materials;
- Inventory, review and evaluate current marketing materials and vehicles for their effectiveness, and assess/suggest areas for improvement and new requirements.
- Aid in the recruitment of additional volunteers to fill the skills gaps on existing committees (i.e.: writer etc.), and/or organizations that can support marketing efforts through sponsorship.

STAFF SUPPORT:

This Committee, Executive Director or his/her designate to fulfill the goals of the Committees.

TIME COMMITMENTS:

The Committee will meet as necessary, with an estimate of 4-7 meetings per year. Volunteers will be asked to contribute extra time to help fulfill some of the responsibilities listed above as appropriate to their talents and interests.