

GOC Marketing Committee (MC) Terms of Reference for submittal to the GOC Board of Directors – October 15, 2022

Aims and Goals

Create and implement a realistic annual marketing plan and budget approved by the Board, designed to;

- 1) Attract new members, with a particular focus on improving diversity
- 2) Retain existing members by working with the Membership Secretary, the Communications Officer and particularly Group Coordinators to improve the entire experience for all members
- 3) Empower all members to be more active in assisting the club to put on more events, walks, and help the Board and it's various committees

Improvements in these areas should see the GOC grow in membership and regional coverage. This will provide a real choice for the LGBTQ+ community who often face issues of isolation, lack of family support and a need for physical well-being.

Composition

The MC will be comprised of a minimum of 3 and a maximum of 12 members including at least one current Board member and at least one group coordinator. Membership will be open to all GOC members. The widest range of backgrounds, experience and diversity will be encouraged

Meetings will take place at least 4 times in one year, online, with at least one meeting face-to-face. Members should ensure at the outset that they expect to have the time and availability to commit to the Committee's work.

All meetings will be chaired and minuted. Once agreed, minutes will be available to all MC members, Board members and Group Co-ordinators (GC`s)

Method of working

The MC will work to an agreed, easy-to-understand strategy with an annual plan of key milestones. A plan is already being drafted for 2023.

The MC will process the annual plan by means of friendly group discussion, email and sub-groups on specific items as necessary. Meetings will usually work on a consensus basis. There will be regular feedback to the Board and the Board will approve the MC annual plan.

Members are encouraged to obtain informal feedback from other GOC colleagues. This will widen the MC`s experience and ensure greater `buy-in` for campaigns. Any proposals from members should be discussed in MC meetings. The outcome of these discussions should not be shared until clear agreements on changes or new processes and procedures have been approved by the MC and/or the Board

The role of a Board member in the Marketing Committee will be to ensure a coordinated approach, and that realistic proposals are delivered to an appropriate timetable of decision-making.

It is recognised that GC`s carry considerable knowledge and responsibility for GOC activities. As such they should expect to be involved in any major proposals affecting their roles. GC`s indeed will have their own views on marketing which should be encouraged and supported. There may be occasions when operational issues coincide or clash with marketing issues and as such the Board has the final say in decided how such issues might be resolved.

Funding

The MC will have delegated authority to incur expenditure in line with the Annual plan and budget approved by the Board.

Feedback

MC Members can, and should expect feedback from The Board. Where proposals require further information and consideration, appropriate time will be given to this.