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**Marketing Committee Charter**

**2021**

MISSION

Support AHIA by providing valuable strategic insights on how to best promote AHIA initiatives and reach defined goals.

ROLE

**The Marketing Committee is responsible for:**

* Assisting in the development, implementation, and monitoring of marketing campaigns that support AHIA’s priorities. These comprehensive campaigns will span all AHIA’s owned platforms (ex: member emails, website), shared platforms (social media) and paid advertising.
* Assisting in ensuring that AHIA marketing materials are up-to-date and reflect current design and social standards.
* Monitoring the AHIA website to ensure it is functional, useable, and up-do-date in design.

## Meetings

The Marketing Committee will conduct business of the Committee through an ongoing schedule of conference calls and electronic communication. The Committee will utilize a consensus decision making process when possible. When consensus is not possible, decisions will be made by a simple majority of roll call.

* Meetings with Kellen:
  + The meetings will take place for an hour quarterly – with the objective to plan for the quarter ahead (ex: in Q2 we would plan for Q3).
  + Should it be necessary to have additional meetings in-between the quarterly meetings (ex: due to a conference and extra marketing initiatives) they would be scheduled on an ad-hoc basis.
* Committee will meet outside of the Kellen meetings on a frequency determined by the Chair to accomplish any necessary business.

Membership

The Marketing Committee shall have a Chair that is an experienced AHIA member as appointed by the Chair of the Board of Directors. The Chair’s term shall be for two years or until a successor is chosen by the Chair of the Board of Directors. All other Committee members shall be a member in good standing of the Association.

**Other Committee members shall include:**

* The Association’s Executive Director as an Ex Officio member, or his/her designee. Nonvoting.
* A member of the Board of Directors to serve as a liaison between the MAC and the Board. Nonvoting.
* The Chair of the e-news Committee (to ensure Alignment), MAC, and others as needed to accomplish objectives.

Responsibilities

* Chair is responsible for:
  + Serving as Chair for all meetings of the Committee.
  + Appointing taskforce members as needed.
  + Appointing a member of the Committee to chair meetings in his/her absence.
  + Reporting activities to the Liaison / Board.
  + Producing meeting minutes
  + Serving as the main point of contact for the Management Company.
* Kellen meetings
  + Kellen will plan and prep for the meeting (preparing the topics for discussion, agenda and will prepare notes following the call).
  + Chair and Kellen will meet/coordinate via email ahead of each quarterly meeting, where Kellen will share the agenda and notes for Chair’s feedback, insights, and advice ahead of the call.
  + Chair will provide additional association updates and will share those during the call.
  + Kellen will provide quarterly marketing updates, which will be sent with the agenda of each meeting.
  + Committee to review marketing updates as part of their responsibility to monitor effectiveness
  + Chair will lead the meeting

(continued)

* Social Media Management

As we transition to this new marketing sub-committee, AHIA’s social media (2-3 LinkedIn posts/week – 2 Marketing and 1 industry news) will continue to be crafted by Kellen and approved by a designated member of the Committee (perhaps a rotating schedule of committee members).

* + To streamline the process, only Kellen will have access to Sprout to upload and launch social posts.
  + Staff will still request Committee members to provide recommendations for industry news stories. Kellen will evaluate the submissions and decide how to leverage and craft the posts.
    - Examples include topics related to technical knowledge, along with some information on why it is impactful to the members/audience. What does it mean to them?
    - If, after a request/call for monthly industry news stories, Kellen does not receive any, they will reach out to the Chair to help aggregate stories.
    - Submitted industry news stories will be evaluated against that month’s overall strategy and content, but are not guaranteed to be used.
* Website –
  + Monitor the design, appearance, and functionality of the AHIA website.
  + Obtain and review metrics on traffic to the various webpages to assist other areas of AHIA as needed. (e.g. traffic increase to BOK in advance of exams).
  + Request redesign or functional improvements as needed, including any budget requests.
* Marketing materials oversight
  + Work with Kellen that the appearance meets current standard of diversity & inclusion as well as current graphics and fonts.
  + Request budget for redesign as needed.