



# TORONTO COMMERCIAL REAL ESTATE WOMEN

## Marketing and Communications Committee Mandate

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### 1. Role and Responsibilities

The Marketing and Communications Committee (the "Committee") advances Toronto CREW's mission by providing positive, professional, and consistent communications to the membership, to the business community and in the media.

### 2. Reporting

The Committee will report to the Board of Directors (the "Board") of the Toronto Commercial Real Estate Women (the "Corporation"). The Board liaison will be the Director, Marketing and Communications. A monthly written update is to be provided for Board review and quarterly updates provided at the leadership meetings.

### 3. Composition of Committee

The Committee shall be comprised of a Chair or two co-Chairs and a Vice Chair or two co-Vice Chairs. The Chair(s)/Vice Chair(s) should actively encourage and recruit new Committee members. A larger Committee is beneficial so that Sub-Committees can focus on weekly editing and specific mandates. Continuity and new ideas are equally important. The Committee shall liaise with all other committees to be up to date on news and upcoming events and to ensure information is accurate and well-publicized on Toronto CREW's website, through E-blasts and delivered to the appropriate publications.

### 4. Logistics/Communication

- Create and keep the Committee team organized and focused
- Set meeting dates, agendas, and update Committee as required
- Distribute meeting agendas/minutes of meetings to Committee
- Coordinate updates/newsflashes for the Toronto CREW weekly emails and website
- Report to the Board on Committee activities/updates as required
- Determine activities and create "To do" lists as required

### 5. Mandate

The Chair(s)/Vice Chair(s) should read and be familiar with the CREW Network Playbooks, specifically the Gold Standard Chapter Playbook.



The Committee will:

- Maintain and update Toronto CREW's website to remain current, relevant and professional
- Provide information regarding Toronto CREW events to the members via weekly email blasts
- Provide information regarding Toronto CREW events to non-members when relevant to a predetermined list (presuming permission as per CASL protocol has been received) and advertise in appropriate publications
- Look to promote Toronto CREW through media to the business community by inviting media representatives to Toronto CREW events
- Encourage members to promote Toronto CREW in a positive manner by creating policies approved by the Board
- Approve marketing promotional initiatives
- Approve and edit any communication soliciting or thanking outside parties or sponsorship
- Create guidelines and look for opportunities for cross marketing
- Establish social media to promote Toronto CREW
- Organize Professional photographer at Toronto CREW events, when appropriate

Creation and maintenance of budget

- Establish the expense budget
- Obtain budget approval from the Board
- Monitor and maintain the budget
- Approve all invoices, request payment through Toronto CREW

Liaise with other Committees

- The Committee will need to liaise with all other committees to be up to date on news and upcoming events and to ensure information is accurate and well-publicized on Toronto CREW's website, through E-blasts and delivered to the appropriate publications
- Items submitted by other Committees should be in final draft form so that this Committee is only editing the material, not writing it

## **6. Authority Level**

The Committee has full authority to edit material provided by other Committees. The Committee shall seek Board approval for any new initiatives or unbudgeted items.