

Marketing Committee

Terms of Reference

Updated August 30, 2023

1. Introduction

The Architectural Woodwork Manufacturers Association of Canada (“**AWMAC**”) has elected to form and undertake certain activities through a Marketing Committee (“**Committee**”). This Terms of Reference (“**TOR**”) sets forth the terms and understanding of the Committee.

2. Purpose

The Committee will assist the Executive Director in providing AWMAC stakeholders with regular, consistent, and high-quality marketing and communications as determined by the Executive Director and the AWMAC Board of Directors (“**Board**”).

3. Key Responsibilities

Committee members will work to:

- **Strategy:** Develop a comprehensive marketing strategy to enhance AWMAC’s visibility and support its mission and objectives.
- **Brand:** Ensure brand consistency across all marketing materials, channels and AWMAC regional chapters (“**Chapters**”).
- **Outreach:** Implement campaigns to raise awareness about AWMAC’s programs, initiatives, and impact.
- **Collateral:** Oversee the creation and distribution of promotional materials.
- **Digital Presence:** Guide and monitor AWMAC’s online presence, including its website, social media platforms, and email marketing.
- **Reporting:** Monitor and report on the effectiveness of marketing efforts, making recommendations for improvements.

4. Term and Composition

The Committee will consist of five to ten AWMAC members, employees, or contractors of AWMAC or a Chapter. Whenever possible, the Committee will include representation from each Chapter and will have



a maximum representation of one person from each Chapter. The Committee will be chaired by a member selected by the Executive Director.

Committee members will serve a two-year which ends following the conclusion of AWMAC's annual general meeting in the second year of their term. Committee members can be re-appointed for consecutive terms.

5. Time Commitment

In addition to bi-monthly virtual meetings, committee members will be asked to commit three to six hours monthly for concept development and reading of any materials. Additional meetings may be scheduled as necessary.

6. Reporting

The Committee reports to the Executive Director, who is accountable to the Board. Written Committee reports will be drafted by the Committee Chair using the Committee's report template and provided to the Executive Director by one week following each meeting in an editable format (i.e. WORD).

The Executive Director will report on marketing initiatives to the Board at each meeting designated for reporting. A final report will be presented to the membership at the annual general meeting by the Executive Director.

7. Authority

Committee members are without any ability to legally bind either AWMAC or any Chapter, including AWMAC's and any Chapter's volunteers, employees, and contractors, in any way, including but not limited to entering into any contractual obligation, procuring or selling goods or services, hiring employees or retaining consultants, entering into partnerships or commercial arrangements of any kind, incurring costs or making expenditures other than those approved in advance under this TOR, or borrowing or lending money on behalf of AWMAC, Chapters, or on its behalf.

Committee members are subject to AWMAC's bylaws, policies and procedures.

8. Confidentiality

No Committee participant, volunteer, employee, contractor, or guest is to disclose, directly or indirectly, any confidential information that is deemed confidential and received through their work or role on the Committee without written consent from AWMAC unless required by law. If clarification is needed, the individual must refer to AWMAC's Code of Conduct and Confidentiality Policy and Agreement. If clarification continues to be required, they must contact the Executive Director.

END