

Communications and Marketing Committee Charter

Approved 11-22-2022

Charge

The Communications and Marketing Committee derives its authority from Article 5, Section 2, (h) of the Orleans Conservation Trust (the “Trust”) Bylaws (the “Bylaws”), which charges the Committee to direct the overall comprehensive marketing and communications strategy for the Trust.

Composition

The President shall appoint the members of the Committee, including the Committee Chair. Only Trustees may serve as voting members of the Committee. The Committee shall be composed of at least three Trustees. The President may appoint specially qualified non-trustees to serve on the Committee as non-voting members. The President and Executive Director of the Trust shall serve as *ex-officio* non-voting members of the Committee.

Term

Committee members shall serve a one-year term. All terms commence upon appointment by the President at the Board meeting following the Annual Meeting, or, if a member is appointed after said Board meeting, such member’s term shall run from the date of appointment until the Board meeting following the next Annual Meeting. During a member’s term, the member may resign or be removed by the Board. There are no limits on the number of terms a member may serve on the Committee.

Responsibilities

In addition to such other rights and duties as are delegated to it by the Trustees, the Committee’s general responsibilities include:

- Develop and share with the board an annual workplan for the committee and meet as frequently as circumstances and the annual workplan dictate;
- Develop and share with the board an annual report summarizing the committee’s performance against the workplan and detailing any issues that the committee faced during the year;
- Report to the Board the results of Committee meetings;
- Support and collaborate with the Fundraising Committee and other Trust committees, with the goal of maximizing the effectiveness of the Trust’s work; and
- Complete such other tasks as the Committee shall take on commensurate with its charge and delegated responsibilities.