

Communications and Marketing Committee Charter

Approved 2-26-2019

Purpose

The Communications and Marketing Committee is responsible for directing the overall comprehensive marketing and communications strategy for the Orleans Conservation Trust. The work of this committee, and the deliverables that result, often occur in support of and in collaboration with Fundraising and other OCT committees, with the goal of maximizing the effectiveness of the Trust's work.

Authority

The Committee is authorized to pursue, without constraint or participation of the staff, matters within its scope of responsibilities.

Composition

Only Trustees and OCT Members may serve on the Committee. The Committee shall be composed of at least three and not more than six Trustees and/or Members. The President shall appoint the Committee Chair and members of the Committee, subject to Board approval.

The President and Director of the Trust shall serve as ex-officio non-voting members of the Committee. The President may, in certain cases and in consultation with the Chair, appoint specially qualified non-Trustees to serve on the Committee.

Term

Committee members shall serve a one-year term. All terms commence upon a favorable vote from the Trustees 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. It is preferred that the Committee Chair have previously served at least one year as a member of the Committee.

Meetings

The Committee shall meet in person at least once each quarter, and more frequently as circumstances dictate. A majority of the members of the Committee shall constitute a quorum sufficient for the taking of any action. A majority vote of the quorum shall be the decision of the Committee.

In the absence of the Committee Chair, the Committee shall appoint by majority vote a member of the Committee to serve as Committee Chair. Committee meetings shall be open to any Trustee or Member with prior consent of the Chair.

Meetings may be held by telephone conference so long as all members of the Committee can hear each other. Participating in a meeting by telephone shall constitute a presence at the meeting.

Responsibilities

The Committee's general responsibilities include:

- Directing the overall marketing and communications strategy of the Orleans Conservation Trust.
- Overseeing a consistent and active communications program for all stakeholders.
- Contributing expertise to assist staff in developing communication vehicles and initiatives, including printed materials (newsletter, brochures, other leave-behinds); web presences such as the OCT website, e-mail communications, social media; and public relations.
- Contributing expertise to other OCT committees regarding materials they may wish to develop and distribute; for example, to promote fundraising or land acquisition.

Other Responsibilities:

- At its first meeting of the year, establish Committee calendar, timeline and guidelines for tasks to be completed during the year.
- Annually conduct a self-evaluation of the Committee's performance and report the results to the Board.
- Keep the Board informed of all material events and activities.
- Report to the Board the results of Committee meetings.
- Perform such other duties as are necessary or appropriate to further the Committee's purposes, or as the Board may assign to it from time to time.

Conflicts of Interest

If any member of the Committee shall have, or appear to have, a conflict of interest that impairs or appears to impair the respective member's ability to exercise independent and unbiased judgment in the good faith discharge of his or her duties, he or she shall disclose such conflicts and recuse himself/herself prior to meaningful discussion