

Marketing & Communications Committee Mandate

I. Mandate

The Marketing & Communications Committee is a committee of the Board of Directors (BOD) of the Association of the Ontario Road Supervisors (AORS). The mandate of this committee is to oversee and support the promotion of the AORS brand, products, services, programs and events through various communications and participation at specific provincial, national/international public works related trade shows and conferences, and to ensure these are achieved in a consistent and professional manner.

II. Committee Composition, Appointment and Procedures

a. Composition and Appointment of the Committee

The Committee shall be comprised of eight to ten (8 - 10) association members and staff as determined by the Board of Directors. Where a vacancy occurs at any time in the membership of the Committee, it may be filled by the BOD.

b. Committee Chairperson

- The Committee shall appoint a Chairperson who is an active Board member. The term of Chair will be three years.
- The responsibilities of the Committee Chairperson are:
 - Ensure that the Committee meets on a regular basis and at least once per year.
 - Set agenda for and chair Committee meetings.
 - Report to the full BOD on all proceedings and deliberations of the Committee and at such other times and in such manner as the Board considers advisable.

c. Absence of Committee Chairperson

If the Chairperson is not present at any meeting of the Committee, one of the other members of the Committee who is present shall be chosen by the Committee to preside at the meeting.

d. Quorum

Fifty percent of the members of the Committee shall constitute a quorum.

III. Responsibilities of the Committee

a. Marketing and Promotional Responsibilities

- Recommend and approve various third-party events at which AORS should participate, and members volunteer to assist staff at these events if required (approximately 12 – 15 events per year, not including Local Association meetings).
- Promote AORS at Local Association events.
- Promote AORS at AORS events, including the Annual General Meeting, Trade Show, Annual Roadeo, and the annual Suppliers Directors meeting.
- Recommend promotional materials to display or distribute at the above events, such as booth displays, door prizes, gifts, flyers, and other collateral.

- Recognize advertisers in Spotlight Municipal Directory for 20 consecutive years of advertising.
- b. Communications Responsibilities
- i) Website
 - To periodically review the AORS website and make recommendations regarding its content and functionality.
 - To authorize and approve any major upgrades to the website.
 - ii) Newsletter and Email Updates
 - To provide oversight and recommendations regarding the Advance newsletter, published 1 to 3 times annually, in hardcopy and / or electronic formats.
 - To review email updates sent to members and stakeholders, and provide feedback and recommendations regarding content, frequency, etc.
 - To share and forward communications received from AORS to colleagues as appropriate to achieve broader reach.
 - iii) Social Media
 - Where a Committee member is a user of any social media channels used by AORS, they should subscribe to and follow AORS posts, and repost as appropriate.
 - To provide feedback and recommendations regarding platforms, content, posting frequency, etc.
 - iv) General Communications
 - To solicit input from other AORS members, committees, and Directors, and to develop and implement overall communication strategies.
 - To review, provide feedback and make recommendations regarding any other marketing or communications plans or tactics.
- c. Budgetary Responsibilities
- Provide input to the AORS Finance Committee and BOD regarding proposed Marketing & Communications activities for budgeting purposes, and adapt Marketing & Communications plans in accordance with approved budgets.

(revised February 2021)