



TERMS OF REFERENCE

Name	Marketing & Communications Advisory Committee
Mandate	The Marketing & Communications Advisory Committee is an operating committee of WCL reporting to the Executive Director. As such, the Committee provides technical expertise and guidance to the Marketing & Communications Manager (MCM) on the development and delivery of marketing, communications, fund-raising, sponsorship and promotional programs desired by WCL.
Key Duties / Responsibilities	<p>The Committee will advise the Marketing & Communications Manager in the following areas:</p> <ol style="list-style-type: none"> 1. Review and provide input into WCL’s policies and operational guidelines on marketing, communications, fund-raising, sponsorship and promotional programs 2. Review and provide input on new revenue generation strategies 3. Provide input on communication issues that may arise 4. Provide assistance to and consult with other WCL advisory committees and staff on marketing and communications related matters 5. Provide a forum for identifying and addressing priority issues impacting marketing and communications related to wrestling in Canada <p>Duties of the Chair:</p> <ul style="list-style-type: none"> – In collaboration with the MCM, develop the agenda for committee meetings in consultation with committee members – Chair the meeting and ensure that the committee makes recommendations within its mandate and organizational policies and plans – Ensure the MCM communicates the committee’s recommendations and actions to the Executive Director – Represent the committee to the BOD and the Members – In collaboration with the MCM, prepare written reports of recommendations, progress or any other relevant information for submission to the Executive Director for the BOD and Members – Stay informed on relevant organizational policies – Ensure that committee members are informed of all critical matters



<p>Authority</p>	<p>Provide technical expertise to the MCM on the development of policies related to WCL’s marketing and communications.</p> <p>May from time to time invite to its meetings such other individuals as it deems can contribute to the work of the Committee (eg. consultants).</p> <p>Can schedule meetings and other activities to facilitate decision-making.</p> <p>Review and make recommendations to revise terms of reference.</p>
<p>Composition & Decision-Making</p>	<p>The Committee shall be comprised of no less than four and up to 5 members as follows, with a desired combination of the following competencies and experience among the members:</p> <ul style="list-style-type: none"> - Expertise in the area of marketing and communications - Expertise in the area of fund-raising, sponsorship and promotion <p>CHAIR: The Executive Director will appoint the Chair, in consultation with the Management Team, in odd years, following the Annual Meeting. The Chair shall appoint the remaining committee members in consultation with the Executive Director.</p> <p>MEMBERS:</p> <ul style="list-style-type: none"> - One (1) athlete - Up to three (3) additional members-at-large <p>Ex-officio non-voting members on this committee include:</p> <ul style="list-style-type: none"> - Executive Director - Marketing & Communications Manager <p>TERMS / VOTING:</p> <ul style="list-style-type: none"> -All members will serve terms of two (2) years, which may be renewed -Decision-making is by majority vote. Quorum shall be the majority of committee members -Each member will have one (1) vote. There are no proxy votes.
<p>Meetings</p>	<p>The Committee will meet by teleconference and if required, at the call of the Chair.</p>



Staff Support & Resources	The Committee will work closely with the Marketing & Communications Manager within the established WCL budget.
Reporting	<p>Reporting through the Executive Director, as follows:</p> <ul style="list-style-type: none"> - Meeting minutes and notes will be maintained - Updates provided for BOD meetings - The Committee will report to the Members at the Annual Meeting of Members in the form of a written report
Approval and Review	Terms of Reference were approved by the Board on September 23, 2017. This document will be reviewed every two (2) years by the Committee and the Board and will be updated by the Board as required.