

Gauge O Guild Marketing Team
Established by the Management Committee
Terms of reference 2022 V2

Purpose / role of the team.

To devise a marketing strategy to inform advertising, publications and events as to the changing interests of the membership. This will, in turn, inform how advertising budget should be spent. The Chairman will provide an annual budget request to the Treasurer.

Membership of the team.

The Publications Chairman will Chair the team. An alternative Chairman will be selected by the M.C. if necessary.

Names to be agreed by the Management Committee.

Number of members no more than 8

No sub-groups will be formed

Current members

Charles Oldroyd (Chairman), Jackie Kneeshaw, Paul Honey, Paul Stokes, Rob Pulham, John Hobden.

How long will the group exist?

The Marketing team is permanent unless the M. C. changes its policy on Marketing.

Accountability:

All meetings of the Team will be minuted.

Members of the team will report back to the MC through the Chairman of the team.

Review:

The group will review the relevance and value of its work every 12 months or more frequently if necessary.

Working methods / ways of working:

Meeting electronically or face to face if appropriate.

Number of meetings will be determined by the team. .

Organisation of meetings:

Advice may be taken from both other officers & non-officer Guild members.

Sharing of information and resources (including confidential materials):

This will be done electronically.

Notes:

Approved by the Management Committee 22nd March 2022