



COMMUNICATIONS SUB-COMMITTEE - TERMS OF REFERENCE

Purpose

The purpose of the Communications sub-committee is to lead the development and coordination of communications across the different media used by the Club and its members, with a particular focus on making the Club more inclusive and participative. In discharging its responsibilities, the sub-committee will:

- Identify and implement improvements to communications that help to make the Club more inclusive and participative, including helping to gather the views of members (e.g. channels for opinions, “taking the pulse”, topical discussion points, regular surveys) on key issues within the Club and its activities.
- Coordinate the use and operation of the key channels of communication used by the Club (Yearbook, newsletter, website, social media and emails to members), and resolve any “demarcation” issues between content in the newsletter, Yearbook and social media.
- Identify longer-term needs and actions for the website, online communications and other means of communications.
- Implement the Club’s strategy and priorities, identifying key actions that will be delivered over the next 12-18 months and budget requirements for discussion and approval at the June Committee meeting each year.
- Provide a report on progress against agreed actions, and any remedial action to be taken, at the November Committee meeting each year.

Composition

- The terms of reference and composition of the sub-committee will be presented to the Committee for approval in June each year.
- The sub-committee will have a minimum of 5 people and a maximum of 9 people, and will be chaired by the Communications Secretary.
- The membership will include the Communications Secretary, Yearbook Editor, IT Manager, Web Content Editor, Newsletter Editor and Facebook Administrator.
- The Communications Secretary will identify and invite suitable club members to join the subcommittee. Members may be invited to join the sub-committee at any time of year.
- Individual sub-committee members may be tasked with taking forward specific actions.
- Members of the sub-committee will normally serve for an initial term of 3 years, which can be extended for a further term of 3 years if the member is willing to continue serving on the sub-committee, and subject to the approval of the Club Committee.

Meetings and communication

- The committee may hold occasional meetings and/or workshops but the bulk of its work will be by e-mail.
- The sub-committee will liaise closely with other club officers and chairs of other sub-committees. Notes of meetings will be posted on the Committee coordination web page.