

Twin County Chamber of Commerce
Marketing Committee Charter

Mission: To provide direction and management of branding, marketing campaigns, website, and social media. Provide direct support to Executive Director and staff for brand awareness needs.

Primary Duties and Responsibilities:

- Oversight and leadership of brand and sub-brand management.
- Provide assistance to Executive Director for brand management and advertising.
- Recommend modifications to Logo and Brand Guideline to Board of Directors.
- Recommend guidance of marketing campaigns or marketing-based transactions of \$250 or more (with exception to Smoke on the Mountain Barbecue Championship marketing).
- Provide oversight and management of Social Media accounts and Chamber Website with Executive Director (with exception to Smoke on the Mountain Barbecue Championship social media accounts).
- Provide support to all committees and Executive Director when needed to manage marketing campaigns for events and initiatives.
- Provide support and guidance for major press releases.

Membership: This committee is appointed by the President of the Board of Directors in advice of the Board of Directors and the Executive Director. The committee must have at least one officer and may also include representatives of the chamber membership.

The President of the Board of Directors will select the Committee Chair on an annual basis or as needed. The Committee Chair is required to be a member of the Board of Directors. The Executive Director serves on this committee as a non-voting member. Subject committee membership list will be maintained by the Executive Director.

Meetings: The committee will meet at the request of the Committee Chair at discretion or at the advice of the Executive Director. Reports from committee meetings will be provided to the Board of Directors on a monthly basis, verbally or in writing.

Quorum: A majority vote by subject committee members will be required for a recommendation to be approved.

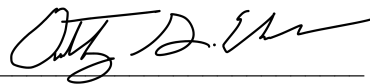
Modifications: This charter will be reviewed at the discretion of the Board of Directors.

Dissolution: In the event that the committee is no longer a function of the Board of Directors. The duties and responsibilities will be given to the Officers Committee.

Date of Adoption:

January 22, 2019

Twin County Chamber of Commerce Board President:



January 22, 2019