

Duties of the Marketing & Communications Committee

Membership: members of the board and other volunteers. The Chair must be a board member.

Purpose: The primary duty of the Marketing & Communications Committee is to identify, review and recommend strategies for increasing awareness of the C&O Canal Trust and enhance the public's perception of the Trust as the official nonprofit partner of the C&O Canal National Historical Park.

This Committee is particularly important at this time in the Trust's history. Our strategy is predicated on the need to increase the number of people who appreciate and engage with the park through participating in its programs, volunteering, and providing financial support through the Trust. An increased focus on marketing and communications, including brand-building, cause-marketing, event promotion, and media and other outreach will ultimately result in increased philanthropic support as well.

Primary Duties: The Marketing and Communications Committee provides leadership to create and sustain a marketing culture at the Trust. The Committee will

- provide advice on creating communication capacity, including cause-marketing, public relations, and advertising (earned media, donated and paid ads), and staffing needs, based on the recommendations identified in the 2012 Communications Plan;
- oversee the creation and effective implementation of annual strategies that serve as the eyes and ears in the community to help evaluate the organization's image and the effectiveness of these strategies;
- educate board members about the important role they play in communications and marketing
- provide recommendations to the President during the budget process to ensure that the communications and marketing function receives adequate financial and other resources;
- actively recruit pro bono assistance on overall strategy as well as specific program promotion
- identify board candidates with communications and marketing background and/or orientation;
- identify marketing opportunities that leverage limited resources to spread the word about the Trust
- Evaluate the performance of current programs to ensure that they are meeting their stated goals and are executed in a cost effective manner, and recommend changes as needed.

Supporting Activities:

- Meet no less than once prior to each Board meeting.
- Provide meeting minutes to the Board.