



Marketing Committee Charter

2016

MISSION

To promote the programs and services of PEARL, its value to the electrical reconditioning industry and its stakeholders through the development and execution of established and/or emerging marketing techniques to advance the strategic position of PEARL and its members.

ROLE

The Marketing Committee is responsible for:

- ▲ Developing and implementing a marketing plan that addresses the mission of the Committee as stated above.
- ▲ Developing, implementing and monitoring marketing programs that promote the value of PEARL to its stakeholders.
- ▲ Evaluating and implementing branding needs on an ongoing basis for PEARL and its products and services.
- ▲ Develop and execute communications tools that position PEARL and its members as industry thought leaders.
- ▲ Reviewing the PEARL website on an ongoing basis to ensure relevance, currency of information, user-friendly applications, and support of current PEARL products and services.
- ▲ Engaging professional services to accomplish the marketing and communications strategic goals and objectives as directed by the Board.
- ▲ Coordinating with staff to produce a regular newsletter for dissemination to PEARL members and stakeholders
- ▲ Identifying and developing content to be included in the newsletter.
- ▲ Evaluating and adjusting the frequency of the newsletter periodically taking into account other communications activities such as social media, periodic mass email distribution, press releases, of other forms of communications as appropriate.
- ▲ Recommending the appointment and termination of subcommittees and taskforces and/or their members as tasks are defined or completed or to address performance needs.

Meetings

The Marketing Committee will conduct business of the committee through an ongoing schedule of conference calls and electronic communications. The Committee and any subcommittee or task force will utilize a consensus decision making process when possible. When consensus decisions are not possible, decisions will be made by a simple majority of a roll call or email vote.

Committee Leadership: The Marketing Committee shall have a Chair that is a current director, officer, or alternate director of the Association or another experienced PEARL member as appointed by the President. The Chair's term shall be for two years or until a successor is chosen by the President of the Board of Directors. All other Committee members shall be from a member company in good standing of the Association.

Other Committee members shall include:

- ▲ The Association's Executive Director as an Ex Officio member, or their designee.

Responsibilities

The Chair is responsible for:

- ▲ Serving as Chair for all meetings of the Committee.
- ▲ Coordinating with staff for the development of meeting agendas and related materials.
- ▲ Appointing the Chair for any subcommittees and/or taskforces that might be necessary for the conduct of Committee business.
- ▲ Coordinating appointment of subcommittee and taskforce members with the Chair of the respective subcommittees and taskforces.
- ▲ Coordinating development of subcommittee/taskforce goals and objectives with the respective subcommittee/task force chair, for review and approval by the Committee.
- ▲ Coordinating ongoing activities of subcommittees and taskforces with those of the Committee.
- ▲ Coordinating and/or overseeing the coordination of activities and programs as approved by the Board.
- ▲ Appointing a member of the Committee to chair meetings in his/her absence.
- ▲ Reporting Committee activities to the Board.
- ▲ Grooming future leaders for the Committee to ensure a planned succession is in place for the committee and to provide opportunities for new leadership participation.

The Association's Executive Director, or their designee, shall be responsible for:

- ▲ Coordinating with the Committee Chair for the development of meeting agenda and related material.
- ▲ Producing minutes of all meetings of the Committee.
- ▲ Maintaining the roster of Marketing Committee members.
- ▲ Coordinating and scheduling Committee meetings.