



Canadian Institute for Procurement and Materiel Management
Institut canadien d'approvisionnement et de gestion du materiel

Terms of Reference Marketing Committee

1. INTRODUCTION

The Marketing Committee is a standing committee of the Board of Directors (the “Board”) of the Canadian Institute for Procurement and Materiel Management (CIPMM).

The Marketing Committee will develop the CIPMM’s marketing approach, tools and strategies to raise the overall profile and awareness of CIPMM and will provide support to other Board members and committees where assistance is required for specific event marketing.

2. ROLE AND RESPONSIBILITIES

Subject to the duties and responsibilities of the Board, the Marketing Committee will perform the following duties:

Tools and Initiatives:

- Develop and recommend to the Board for approval, marketing tools and strategies that contribute to raising the CIPMM profile and awareness.
- Develop and recommend to other Directors or Committees that seek assistance marketing products for individual events or activities.
- Manage and coordinate the CIPMM Job Ads online page, including developing and recommending enhancements and fee structures to the Board.
- Coordinate the development of innovative strategies to increase revenues and profile of CIPMM, taking on lead role for implementation or providing support to other Boards assigned for certain activities.
- Lead annual discussion on marketing strategies with the Board and conduct appropriate follow up actions.

3. MEETING FREQUENCY

The Marketing Committee will meet as determined by the Chair but no less than four times per fiscal year.

4. MEMBERSHIP

The Marketing Committee will be composed of a minimum two Directors and the Chair.

5. DECISIONS RECORDS

The Secretariat will be responsible for:

- Preparing and distributing meeting notices, agendas and other meeting materials to Committee; and,
- Recording decision to all committee members.