



## Marketing and Communications Committee Terms of Reference

**Chair:**

**Members:**

**Staff Liaisons:**


### Purpose of the Committee:

The purpose of the Marketing and Communications Committee is to provide high level strategic direction and feedback to CREA's marketing and communications activities in support of achieving CREA's mission. The Committee will help to ensure that CREA's communication products address the needs of audiences who are strategically important to CREA and that CREA's marketing and advertising strategically addresses the needs of members.

### Responsibilities of the Committee:

- Provide advice and support in the establishment of an integrated marketing and communications strategy that supports CREA's work in support of REALTORS®.
- Contribute their knowledge and expertise to better understand CREA's and REALTORS®' current identity and positioning among key target audiences, influencers and stakeholders.
- Identify opportunities to strengthen REALTORS®' reputation and brand as distinctive, relevant and value-added.
- Serve as champions of the integrated marketing and communications strategy with CREA members and with other boards and associations.
- Review and provide input to CREA on high level marketing and communications initiatives, including the advertising campaign, and review the performance of such initiatives using available research and other key performance indicators.

**Accountability:**

The Marketing and Communications Committee is accountable to the CEO.

**Committee Membership:**

The Committee will have up to 12 members, comprised of:

- One Director, who shall be Chair.
- The Immediate Past Chair.
- Up to 7 REALTOR® members and Board staff.
- Up to 3 Marketing Communication strategy experts as external advisors.

**Voting:**

Business arising at any meeting of this Committee shall be decided by a majority of votes. The Committee Chair shall not have a vote except in the case of a tie. No Committee member shall be entitled to vote by proxy.

**Quorum:**

A quorum shall consist of more than 50% of the voting membership of the committee.

**Resources:**

Resources and support services will be provided through the office of the CEO.