



Marketing and Communications Committee Terms of Reference

Current Chair:	
Current Members:	
Current Staff Liaisons:	

Purpose of the Committee:

CREA's mission is to support REALTORS® in service to their clients through the provision of services and standards that enrich REALTOR® professionalism and reputation.

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 this 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.

Background:

CREA undertakes a wide range of marketing and communications activities. They include:

- An extensive national advertising campaign.
- Developing and implementing marketing strategies to keep REALTOR.ca the number one real estate website in Canada.
- Managing 14 social media channels for consumers and members (e.g. CREA, REALTOR.ca, REALTORS Care®) and providing social media support and engagement campaigns for numerous events.
- Managing a consumer blog, Living Room, about real estate, lifestyle and home trends.
- Producing numerous corporate communication tools, including the CREA Café blog, News2Me monthly newsletter, the quarterly REAL TIME print magazine and the REAL TIME podcast.
- Collecting and applying member and consumer research insights to guide the development of services, products and marketing and communications initiatives.
- Developing and implementing marketing strategies to promote products and services in support of members.
- Producing reports, brochures and web content.



- Managing major events, including the AGM, PAC Days and CREA participation in tradeshows, open houses, and other events.
- Offering effective media relations and media monitoring.
- Drafting speeches and other communications products for the Chair and Board of Directors.

2020-2021 Communications and Marketing Challenge:

Over time, many new marketing and communications initiatives have been introduced. While effective, they have evolved somewhat independently of an overall strategy. CREA is reviewing all related communications and marketing efforts, including advertising, to ensure they contribute to the achievement of CREA's overall strategic goals in support of the REALTOR® brand.

Responsibilities of the Committee:

Working with various CREA senior staff and especially the Vice-President – Marketing and Communications, the Committee will:

- 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.
- Review on an annual basis, the proposed budget to cover marketing and communications activities.

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
- Immediate Past Chair
- Up to 7 REALTOR® members and Board staff members
- Up to 3 Marketing Communication strategy experts as external advisers

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.