**ABM Marketing Working Group**

Terms of Reference

**Advisory**

1. To develop and monitor policies, strategies and guidelines, concerning such matters as the ABM brand, promoting the range of programs undertaken by ABM, communication channels currently used, bequest strategy and local supporter events;
2. to review the effectiveness of the current Campaigns and recommend changes;
3. to advise the Executive Director on the appropriate form of marketing infrastructure best suited to serve ABM;
4. to advise the Executive Director on emerging threats to, and opportunities for, the marketing strategy and ABM, from the changing environment, based on market analyses;
5. to consider and report on any matter referred to the Committee by the Executive Director;
6. to recommend best practice in the current strategic direction of the department; and
7. to ensure that recommendations and/or decisions of the Working Group embody appropriate attention to quality assurance and are consistent with the ABM Strategic Plan and other relevant ABM Plans.

**Reports to**

Executive Director

**Chaired by**

Executive Director

**Membership**

* Marketing Board Member
* 4 Marketing Experts
* Executive Director (Ex-officio)
* Communications & Fundraising Manager(Ex-officio)

**Membership**

The Working Group is selected by the Executive Director. The quota for membership is based on experience in the marketing field and a general cross-section of society should be represented.

**Term of Office**

Members will be appointed for a one-year period and they may serve a maximum of two consecutive terms. In the event that a member vacates a position prior to the conclusion of their term, then the Executive Director shall appoint a replacement for the remainder of the term.

**Frequency of Meetings**

The Working Group will meet at least four times per year in the second week of the month.

**Self-Review**

Once in every twelve-month period, the Working Group shall devote at least part of one meeting to a review of its policies, practices and procedures over the preceding 12 months.

**Support**

The Communications and Fundraising Department will provide support.