

HGTA

Terms of Reference - Marketing & PR Committee

Aims

To promote the activities of HGTA and to seek opportunities to raise awareness of HGTA in Huntingdon & Godmanchester and our 4 Twin Towns.

Composition & Reporting:

1. The HGTA Marketing & PR sub-committee shall comprise, Chair, Social Media Manager, Website Manager and up to 3 others, with the ability to co-opt temporary members, as necessary.
2. The sub-committee shall meet 3 times a year with one meeting to be convened immediately following the AGM. Additional meetings may be convened as necessary.
3. The sub-committee shall report to the HGTA Committee & be accountable to that Committee for actions taken & control of expenses.
4. The sub-committee shall report to the HGTA Committee immediately in the event of any adverse or inaccurate reporting or publicity.

Scope

1. To produce a costed Annual Plan covering planned/timetabled events, and to seek approval and allocation of an appropriate budget from the HGTA Committee. *Note: this excludes those elements of Twinning activity for which budget and cost control responsibility lies with the Treasurer under his/her terms of reference.*
2. To have full responsibility for the preparation and content of marketing material in support of its aims and its annual plan and the work of other HGTA sub committees.
3. To co-ordinate the work of the Web Manager & Social Media Manager
4. To be the principal point of contact for HGTA with local and social media.

