

Communications & Marketing Committee Terms of Reference

The Professional Administrators of Volunteer Leaders Ontario (PAVRO), in its pursuit of excellence in volunteer resources management, values alliances with other professional associations. PAVRO understands that alliances offer many benefits and actively seeks and supports local, national and international associations.

Purpose

The Communications and Marketing Committee will assist the Director of Communications & Marketing in endeavoring to provide PAVRO members with regular, consistent and high quality communications.

Communications and Marketing committee members will:

- Provide a unique perspective and insight as volunteer engagement professionals and advise on recent developments in the profession that are valuable to all members.
- Provide editorial direction for PAVRO's primary mode of communication (Powerline) as well as secondary modes (website and social media) and ensure consistency and relevance across platforms

Objectives

1. Facilitate PAVRO's communication needs as determined by the Director of Communications and Marketing and the Board of Directors.
2. Develop high quality content for monthly Powerline
 - Source and /or solicit content
 - Provide input on the content and direction of issues
 - Design and deliver the Powerline newsletter
3. Ensure website is updated with most valuable and accurate content for members
 - Work with webmaster to deliver newsletter, and update relevant sections of website
4. Maintain active social media pages which promotes sector news and PAVRO objectives, as well as source content for newsletter.
5. Provide communication and marketing support to the Conference Committee

Methods of Operating

The Communications and Marketing Committee will conduct business online via email. The Committee will use professional online tools to deliver on objectives

Membership

Membership of the Communications and Marketing committee will be optional to Board members interested in communications. Committee members do not have to be PAVRO members.

The Committee reports to the Director of Communications and Marketing

Meeting Frequency

Meetings will be called by the Director of Communications and Marketing and take the form of emails and discussions online. A face-to-face meeting may be called at the Director of Communications and Marketing's discretion.

Approved: May 5, 2017