



## Marketing & Communications Committee

### Scope and Purpose

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The purpose of this committee is to:

- Help guide the direction of marketing and communication efforts within the IGDA
- Develop marketing programs and initiatives to help push the organization's messages
- Help develop the overall story for the organization and how we tell it
- Coordinate best practices in marketing and communications to be shared with HQ

### Composition

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This committee will consist of 5-8 IGDA members, as well as one staff member. Working groups may be developed which may bring in additional volunteer support.

### Objectives/Responsibilities

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The committee will have the following objectives/responsibilities:

- Develop and help execute 2 - 3 marketing campaigns/initiatives over the course of six months to promote the organization
- Research into marketing best practices and develop a list of recommendations for HQ to take into consideration
- Review all of our platforms and create plans to improve them (ie. curating the YouTube channel)
- Coordinate and support the development of communication products (e.g. social media posts, Insider, website content, etc.) to engage and promote key activities, benefits, and programming to the membership

### Meetings

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The committee will meet on a monthly basis to start, as organized by the staff member. Work groups may meet more frequently as they are intended to exist for a brief period.