



MARKETING COMMITTEE Terms of Reference

1. PURPOSE

The purpose of the Marketing Committee will be to ensure that the theatre has a strategic plan for retaining and encouraging new audiences and volunteers as well as a positive market presence. The role of this Committee is to ensure that Marketing activity is planned and delivered within an agreed time frame.

2. MEMBERSHIP

Members of the Marketing Committee will be appointed by the Board based on their roles within the theatre and their capacity to contribute towards the effective running of this committee. The Committee Chair will be appointed by the Committee.

Committee members will normally serve a minimum of one year term and a maximum of 6 years.

3. TERMS OF REFERENCE

In support of the theatre's strategy, the Marketing Committee will develop a recruitment and retention plan for new and current audiences and volunteers.

The Marketing Committee's operational responsibilities are to:

Develop a marketing strategy for presentation to the Board which:

- sets out how new audiences and volunteers will be encouraged to the theatre
- includes a retention plan for current audiences and volunteers based on the results of a comprehensive audience and volunteer survey
- demonstrates an understanding of the theatre's available market and how this will be exploited to achieve new and retained audiences

Ensure the theatre has a robust data collection system and theatre databases are up to date

Attend events that may provide insight and knowledge within the theatre industry

Create marketing material that will promote the theatre to prospective audiences and volunteers in line with the marketing plan.

Ensure that the website is regularly reviewed and updated

Use a number of different marketing tools including social media

Develop effective email marketing campaigns aimed at the recruitment and retention of audiences and volunteers.

To be responsible for identifying theatre sponsorship that will raise additional revenue for the theatre

To ensure that ticket sales within the theatre are maximised through identification of staff training needs (including strengths and weaknesses), customer service, sales procedures and an understanding of theatre software and provision of IT support where necessary.

4. LIMITS OF AUTHORITY

The Marketing Committee will be allocated financial resources through the annual budgeting process. The funds are to be applied solely for the purposes set out in the Terms of Reference.

The Marketing committee has delegated authority to approve spend up to £500. Amounts exceeding this sum must be approved by the Board.

5. MEETING SCHEDULES

The Marketing Committee will meet monthly. Members are expected to attend most meetings in order to be able to contribute effectively to the Committee.

6. REPORTING

Minutes and actions will be recorded at each meeting including decisions taken and responsibilities allocated for actions. A brief written summary will be provided to the Board to ensure transparency and oversight. Matters that require Board decisions will be raised as items on the Board agenda.