



## **Publicity Committee Terms of Reference**

1. **Authority for Committee** - The Standing Committee by the name of the "Publicity Committee" is established under Article 11.6 of the Our Circle By-Laws.

2. **General Principles**

Each Committee member will make decisions so as to:

- a. ensure excellent transparency and accountability;
- b. minimize the cost of expenses to Our Circle;
- c. strive for continuous improvement in operations;
- d. maintain a safe and healthy environment for employees, volunteers and beneficiaries; and
- e. provide a culture of honesty and integrity

3. **Purpose**

The Publicity Committee provides assistance and expertise in the development and implementation of effective Marketing and Communications plans for Our Circle in support of the organization's goals and objectives and to oversee successful Our Circle events.

The team of volunteers report to the Director of Publicity, who in turn reports to the Board of Directors of Our Circle. The Publicity Committee supports Our Circle and the Our Circle Resource Center by positioning Our Circle as the leading service provider for LGBT-formed families in Belize and generating a positive profile for the Organization, the Center and its Beneficiaries.

4. **Roles and Responsibilities**

The Publicity Committee is expected to :

- a. Assist the committee chair in the center's communications and publications as well as marketing the organization's initiatives via social media, print, referral or any other media suitable for the given event.
- b. Assist the chair in developing content for social media posts, marketing materials and other promotional strategies.
- c. Committee members may be assigned specific roles in contributing to publicizing the center's initiatives including social media and blog content, creating flyers, and video content.
- d. Review and provide feedback on any submissions (blog posts, flyers, videos, etc) prior to advertising.



- e. Assist in developing creative ways to increase the center's visibility and the community's use of the center's activities and services.
- f. Refer relevant persons to attend the organization's initiatives.

#### 5. **Composition of Committee**

The Publicity Committee shall consist of not less than 3 but not more than 7 members.

At least 20% of the Committee should be direct beneficiaries of Our Circle; that is, an LGBT parent or a part of an LGBT relationship.

The committee shall have at least one member with expertise in each of the areas of marketing and communications/public relations.

The Center Coordinator shall remain a permanent member of the Publicity Committee.

#### 6. **Committee Chair**

The Director of Publicity serves as the committee chair and will assign roles to the volunteer members of the committee based on their skills and experience.

#### 7. **Appointment of Committee Members**

The Director of Publicity will put a call out for Committee Members. The Director of Publicity with the support of the Managing Director will conduct interviews as deemed necessary to appoint the members of the Committee. Members will serve from appointment until the next annual meeting.

#### 8. **Vacancies**

Should a vacancy occur on the Committee, for whatever reason, the Director of Publicity may appoint a qualified person to fill that vacancy for the remainder of the vacant position's term. The Board may remove any member of the Committee.

#### 9. **Secretary of the Committee**

The Committee shall appoint a recording secretary.

#### 10. **Frequency of Meetings**

The committee will meet a minimum of 8 times a year or more as needed to meet its mandate. Meetings will be held either virtually or in person at the discretion of the chair and members of the committee.



**11. Quorum**

A majority of the members of the Committee, present in person or by telephone or other telecommunication device that permits all persons participating in the meeting to speak to each other, shall constitute a quorum.

**12. Notice of Meetings**

Notice of the time and place of every meeting shall be given in writing and shall be sent at least 24 hours prior to the time fixed for such meeting, provided.

**13. Term**

Term of membership is one year

**14. Budget**

The Publicity Committee has delegated authority to enable it to publish messages on behalf of Our Circle and to incur up to \$500 expenditure doing so in a budget year.

**15. Evaluation**

The Board of Directors will evaluate the performance of the Committee. The performance of the committee will be assessed against the accomplishment of yearly objectives/deliverables. This review will take place immediately prior to the AGM.

**16. Reporting**

Committee reports will be provided, in writing, to the Board Secretary no later than one week following each meeting. A final report will be presented at the Annual General Meeting, by the Director of Publicity.

**17. Review and Approval**

The Board of Directors will review these terms of reference every two years.

Approved: April 2022