



## MARKETING COMMITTEE Terms of Reference

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**EFFECTIVE:** October 1982  
**REVISED:** September 2008  
**REVIEWED:**  
**RELATED POLICIES:** <http://www.nlc.bc.ca/about.orgcharts.php>

### PURPOSE

- Work with Marketing and Communication reps to develop Strategic and Tactical Marketing and Communications plan for submission to the Administration Committee for approval. These plans will outline the work plan for implementation and timelines for completion. This plan will be updated annually and include budget requested to support the plans.
- Develop Marketing and Communications policies for submission to the Admin Committee for approval.
- Document all processes as they impact on other departments.
- Establish a Communications plan for informing the institution regarding all planned Marketing and Communications initiatives.
- Establish a mechanism for receipt of requests for resources or services as well as issues relating to resources or services.