

Terms of Reference

Marketing Committee

EODSA Operations Committee

Mandate

The Marketing Committee is responsible for the development of Marketing programs for the EODSA

Objectives

- Research and create marketing programs for the EODSA, for approval by the Board
- Review and make recommendations on changes to marketing programs

Composition

There will be a maximum of 7 members of the committee, including the Chair. Members of the Committee, including the Chair, will be appointed by the Executive Director within one month of the AGM, or as required. The Executive Director is a member ex-officio of all Operational Committees and may appoint a designate to represent him or her. Each of the following groups will be represented – National Club license, combined Provincial 1 and 2 Club license, Quality Soccer Provider Youth Clubs and Adult Clubs. The President is a member ex-officio of each committee and may appoint a designate to represent him or her. As this is an operational committee, EODSA Board members are not eligible to participate.

Reporting Structure

The Marketing Committee reports to the Executive Director. Any recommendations of the Committee will be presented to the Board by the Executive Director, as written by the Committee. An expectation of the committee is that it provides a summary to the Executive Director of current discussions and recommendations. A committee member who disagrees with the summary can provide supplementary notes.

Appointment Duration

Members of the committee will serve one-year terms, which dissolve immediately after the AGM.

Meetings

The Committee will meet at the call of the Chair, at least two times annually and conduct correspondence and teleconferences at the discretion of the chair.

Review & Approval

The Board will review the committee's Terms of Reference and performance annually.

Version Control

Date	Version Number	Created by	Reason
December 2019	1.0	Vicki Lowe	Draft
February 2022	1.1	Vicki Lowe	Update Club groupings