



CAI – CENTRAL OREGON REGIONAL CHAPTER (CORC)

MARKETING COMMITTEE CHARTER

Purpose:

The Marketing Committee will work with and advise staff on items related to promoting the values and mission of the community association industry, Central Oregon Regional Chapter (CORC) and Community Associations Institute (CAI), including collaboration, development and/or review of printed and emailed materials, newsletters, social and public media interactions and content.

Duties:

- Develop ideas and content for CORC newsletters, which shall be sent at least bi-annually.
- Craft separate marketing messages for target audiences (homeowner leaders, vendors, managers, etc..)
- Modernize and update online presence.
- Develop story pitches for local media as applicable news/events are planned/take place.
- Support and enhance brand identity, values, mission and benefits.
- Prepare an Annual Marketing Report on the status and accomplishments of the committee during the prior year. This will be sent to the CED for distribution to the Board of Directors no less than three (3) weeks prior to the Chapter's Annual Meeting.

Organization:

The Committee shall consist of at least three (3) members, but no more than five (5). Then Committee Chair shall be appointed by the Board of Directors and reviewed annually. The Chair shall be responsible for delegation and fulfillment of the assigned duties.