



## Marketing Committee

The main purpose of the **Marketing Committee** (hereinafter referred to as “The Committee”) is to support and oversee the overall marketing and promotion of Austin NARI and provide direction on marketing/communication objectives, positioning, and desired branding and initiatives including, but not limited to: events and fundraisers, general membership meetings and speakers, newsletters, website and blog, Luxe Co-Op advertisement, Tour of Homes, social media, and more.

### **Responsibility of The Board Liaison:**

- represent The Committee at the monthly Board Meetings
- attend every committee meeting
- summarizes The Committee Report each month to bring awareness to the Board on the progress and needs of The Committee
- brings items to the Board for motion and/or vote
- serves as an adjunct committee member - filling in for tasks and duties as needed

### **Responsibilities of the Committee Chair:**

- set the date, time and location for each meeting
- send out reminders for the meetings
- request a calendar invite for the meetings to be sent by the ED
- record the minutes for each meeting via the Committee Report Form:
  - items include roll call, general discussions, action items and/or assigned tasks, items to be approved by the board, etc.
- assigns tasks and action items to each committee member and assigns due dates to the tasks and action items
- uploads the Committee Report to the appropriate drop box file (per direction from ED)
- assists with general committee member duties as well





### **Responsibility of The Committee Members:**

- Design flyers and promotional material to market events, fundraisers, and GMM's
- Manage NARI Column in Home Design and Décor Magazine
- Manage any updates needed to the Luxe co-op ad in Luxe
- Collect Testimonials from members to promote on social media
- Monitor website for any updates needed to content and design
- Manage NARI "Featured Content" section on website
- Provide content as needed for social media posts
- Manage marketing direction for Tour of Homes including budget allocation and ad placements
- Assist all other committees with marketing requests as needed