



## Terms of Reference Communications Committee

Scottish Women's Institutes

**Name:** Communications Committee

### **Purpose**

**The committee shall be responsible for:**

- policy, production and distribution of the magazine including all marketing and publicity
- responsible for financial viability and contractual arrangements pertaining to the production of the magazine
- for ensuring that the social media platform(s) adequately reflects the aims and wishes of the membership
- for selecting at least on an annual or bi annual basis a campaign to support women's issues that are relevant to women either nationally or internationally
- the committee will lobby the Scottish Government, where appropriate on matters that directly affect women in Scotland providing they relate to non-political, non-sectarian matters
- for all PR activity in support of the organisation's objectives and will agree with PR provider a communications/PR strategy on an ongoing basis
- for organising and promoting the organisation at internal and external events.

### **Financial Control/Expenses**

Financially, the committee is accountable to the Board. Expenses incurred by the members of the committee, within the limits set and on production of a receipt will be paid by Headquarters. For those members whose home Federation requires a flight and/or ferry journey, reasonable expenses will be paid by Headquarters.

### **Structure and composition/Membership**

The committee shall be composed of 12 area representatives i.e. 2 from each area. The committee will also include the National Office Bearers who will be ex-officio without voting powers. The CEO will also sit on the committee without voting powers.

**Scottish Women's Institutes is a registered Scottish Charity: Charity Number SC011901**

From the elected area representatives a convenor and vice convenor will be elected. The committee will be able to appoint a sub-committee as and when required. Membership of the committee can be for a three year term.

Members of the committee will be expected to attend each committee meeting unless prior notice of non-attendance is conveyed to the Committee Secretary. If any member is unable to attend she may send a proxy.

### **Meetings and proceedings**

The committee shall meet twice a year immediately preceding the Board of Trustees meeting(s) and also at such other times to ensure the smooth workings of the committee.

### **Roles and responsibilities**

The Communications Committee Secretary will ensure the decisions of the Committee are acted upon and shall ensure that all agenda papers and minutes are distributed in advance of any meeting.

The convenor will ensure the smooth running of the committee and that the committee adheres to its purposes.

### **Reporting process/Accountability**

The convenor, or in her absence the vice convenor, will provide a report to the board of Trustees on the committee's activities in the period prior to the board meeting. Additionally, she will attend the AGM and provide a full report on the activities of the committee during the relevant year.

### **Review**

The terms of reference will be reviewed on an annual basis to ensure that they reflect the work of the committee.