

Central Baldwin Chamber of Commerce
Committee Description
Communications Committee

OBJECTIVE:

This committee serves as a Board / Community 'Think Tank.' Its mission is to increase the chamber's visibility in the community, build the image of the chamber as a professional organization that promotes Central Baldwin business while balancing economic prosperity with quality of life, providing the chamber and its members with tools to successfully communicating its strategies.

FUNCTION:

The Communications Committee is sets the communicative and messaging tone for The Board of Directors.

RESPONSIBILITY:

- Review the Chamber's collateral materials, such as event flyers, website and "The Business Scene", Snapshots, to suggest changes and improvements and determine an action plan to change these documents.
- Assist with press releases, pitch stories to create enhanced awareness of the chamber's programs and events.
- Be on the radio once a month to give a Chamber update on current events, programs, etc.
- Work with Staff and suggest stories for the chamber newsletter, The Business Scene.
- Manage Chamber's social networking (facebook, etc.)
- Manage content for website to make sure that it communicates the / a message that represents our mission and goals.

REPORTING:

- Provide a verbal / written update of Committee activity to CEO
- Provide a verbal Committee activity update at every Board Meeting
- Prepare relevant material for Board of Directors' meetings when action is recommended

NOTE:

It is the responsibility of the Executive Director to assign a 'key staff' person to the Committee