Marketing Committee

Charge
The Marketing Committee plays an important role in NALS’ ongoing efforts to enhance the overall member experience. This committee assists in building, reevaluating, and identifying opportunities to improve engagement and member retention strategies through marketing and communications efforts. In alignment with the NALS strategic plan, the committee will create and prioritize marketing activities related to the following areas of the organization:

- Membership growth and engagement
- Certification marketing
- Education including conference marketing
- Image/branding through social media posting

Composition
Committee chair is appointed by the NALS President. All committee members shall be members in good standing of the association. The make-up of the committee should be a diverse representation of the NALS membership. Committee members must act in the best interest of NALS in executing their duties, keeping in mind the needs of NALS members rather than political or personal motivations.

Benefits
Committee members will benefit from staying abreast of current issues, events and engagement strategies of the nonprofit association industry, building their professional networks with NALS members and contributing to the betterment and growth of the profession and the association.

Committee Responsibilities & Tasks
- Develop a marketing plan for each of the four areas of the responsibility. Due to staff and financial resources the committee should focus on one activity per area per year.
- Work in coordination with appropriate committees
- Review staff developed tactics to achieve the plan
- Assist in plan implementation as needed
- Evaluate results
- Typically meets once a month via video conference call

Staff Responsibilities
- Ensure committee efforts are supportive of NALS’ strategic priorities and goals.
- Create, execute and evaluate tactics to support the goals of the committee and strategic vision of NALS.
- Aid in the execution of plans recommended by the committee.
• Schedule committee meetings, working with chairs to develop agendas and completing meeting recaps.
• Maintain committee roster.
• Provide support to the committee throughout the year.

**Board Liaison**


**Staff Liaison**

• Rachel Daeger, Communications Director ([rachel@nals.org](mailto:rachel@nals.org))