

## **Communications Committee: Objectives and working arrangements**

### **Purpose**

1. The purpose of the Communications Committee is:
  - a. To provide strategic direction to the marketing of IMPRESS by bringing together its communications and engagement activities.
  - b. To provide advice, support and guidance to the Executive in relation to its marketing activities, including urgent advice on media crises and reputational issues.
  - c. To agree on an annual plan with clear goals, targets and KPIs, according to key strands of work to help monitor tasks and progress.
  - d. To provide oversight on behalf of the IMPRESS board of the effectiveness of the organisation's communications and engagement strategy.

### **Powers**

2. The Committee's role is normally advisory unless given a specific mandate to act on behalf of the board.

### **Scope of responsibilities**

3. The Committee shall be responsible for:
  - a. Advising on and assisting with the development and revision of the Communications strategy and annual communications and engagement operational plans by the Executive. These will be reviewed at least annually by the Committee.
  - b. Advising and supporting the Executive and Chair in the event of a communications crisis (following the *IMPRESS media crisis management procedure* approved by the 'Communications Group' in September 2018).

### **Membership**

4. Membership of the Committee shall be at the discretion of the Board.

Support from co-opted members will be considered from time to time.

All revisions to Committee membership shall be agreed with the Chair.

## **Procedures**

5. Meetings may be held in person, by conference call or electronically, subject entirely to the agreement of the Committee.
6. Quarterly face to face meetings will be timetabled with at least 14 calendar days' notice, unless the Committee members agree to a shorter notice period. These meetings will be held within the final 10 days before the end of each financial quarter, prior to board meetings.
7. Any papers for quarterly meetings shall be provided to Committee members at least 7 calendar days in advance of each meeting, except in the case of urgent business.
8. Additional meetings (for example to finalise the BD + Comms strategies or in the event of a communications crisis) will usually be by conference call or electronically.
9. Relevant agreed strategy documents will be made available on Admin Control for all members of the Committee to access easily.

## **Review**

10. These Terms of Reference shall be evaluated and reviewed by the Committee every year to confirm that they are fit for purpose. They may be amended by the Board at any time, although the Committee shall always be consulted before any changes are made by the Board.
11. Records of action points and decisions will be taken and circulated shortly after the meeting by the Executive.