

ANNY Marketing and External Relations Committee

PURPOSE

The Marketing and External Relations Committee of the Assessment Network of New York (ANNY) is responsible for determining and addressing the needs of non-member stakeholders, designing and distributing external and public communications.

ROLE OF THE MARKETING AND EXTERNAL RELATIONS COMMITTEE

- Compose and distribute communications, focusing on information to external stakeholders such as non-member contacts, event attendees, and the public.
- Create website content especially for public pages (open to anyone).
- Assess the needs of non-member stakeholders and recruit active contacts to membership.
- Develop and maintain partnerships and collaborations with other organizations that have related missions or purposes.
- Work closely with the Website and Social Media Task Force to optimally communicate to non-member stakeholders.

COMMITTEE ROLES/POSITIONS

The Marketing and External Relations Committee will include both board members and non-board volunteers.

- At least two board member will be active committee members, leading this committee. They will decide together who will chair the committee during each board service year.
- Two to four non-board volunteers as are needed to fully resource this committee.
- Recruitment, number of volunteers, and tasks assigned will be at the discretion of [Info Officer if named as one of the board members].