



## **Terms of Reference: MEDIA & BRAND PROMOTION COMMITTEE**

### **Mandate**

The Media & Brand promotion committee is responsible for the development and promotion of the Alberta Taekwondo Association. The committee will develop content to build brand awareness to its members, non-member taekwondo practitioners, and the general public of Alberta.

### **Key Duties**

In fulfilling its mandate, the Committee will perform the following key tasks:

- Build a strategic plan to gain awareness of Alberta Taekwondo through social media and other outlets of media
- Post on current social media platforms (Facebook, Instagram & Snapchat) to highlight important dates such as tournaments, seminars, deadlines etc.
- Educate followers on the sport of poomsae & sparring
- Highlight member clubs to those not currently participating in taekwondo
- Work with sponsors interested in highlighting their company on ATA's social media outlets

### **Authority**

The Committee will exercise its authority as set out in this Terms of Reference, and will do so with the full support of the Board, management, and staff

### **Composition**

The Committee will be composed of

- 1<sup>st</sup> Vice Chair
- Technical Director (will chair the committee)
- Coaching Director
- Tournament Director
- Athlete Director

### **Meetings**

The Committee will meet by telephone or in person, as required. Meetings will be as called by the Chairperson.

### **Resources**

The Committee will receive the necessary resources from ATA to fulfill its mandate.

### **Evaluation**

The committee will evaluate the performance of the committee against the stated mandate

### **Reporting**

The Committee will report to the Board through 1<sup>st</sup> Vice President, in writing, at every meeting

of the Board. The Committee will report to Members at the Annual General Meeting, in the form of a written report.

Review and Approval

The Board of Directors will review these terms of reference every two years.

Approved May 19, 2017.