

Terms of Reference

Marketing Team

Purpose:

The Marketing Team is to assist and advise the staff on the marketing of Owen Sound Little Theatre, including The Roxy .

The marketing planning, strategy, tactics and implementation of the organization as a whole are paramount to creating a vibrant, engaged membership, meeting sales targets, gaining sponsorship support, assisting OSLT 's commitment to sustainability and growth.

Accountability:

The Marketing Team is responsible for the following:

- 1) Working with staff and board to follow and support short (next year) and long term vision and goals
- 2) Assist staff with the updating of the OSLT and Roxy's marketing plan
- 3) Advise on the selection and development of marketing methods and channels, best practises and selected returns on budget commitments and results and this includes contents
- 4) Advise , suggest and support creative co-sponsorship ideas and resources
- 5) Review graphics and themes for consistency and accuracy on all materials to insure consistency, a reflection of the brands, and target markets. This includes radio, print, web, social media, and more.
- 6) Create new strategies and timings specific to any noted challenges as they arise ie.. sales not meeting targets and to evaluate their effectiveness afterwards
- 7) Work with OSLT producers and directors to gain their input and reflect their needs while working within the vision and best practices of the overall marketing plan. Producers will implement specific marketing for their show but the overall plan is part of the strategy to insure consistency, timeliness and budget adherence for best results.

Meetings: TBD

Membership:

- OSLT board will appoint one board member to the team to act as a member and the liaison-additional members from the board and general membership
- 1 staff member will attend since the staff implements the marketing plan and is responsible for the dedicated budget.

Chair:

- the chair will be the liason to the board and chair the meetings
- ensure a record of all decisions and recommendation is maintained
- the team will have the option to appoint a new chair- the chair must not sit for more than 3 consecutive years

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