



**CANADIAN ASSOCIATION OF NURSES IN ONCOLOGY
ASSOCIATION CANADIENNE DES INFIRMIÈRES EN ONCOLOGIE
MARKETING COMMITTEE**

Title: CANO/ACIO Marketing Committee Terms of Reference

Date Approved: May 2012

Date Revised: August 2015

Purpose:

The CANO/ACIO Marketing Committee supports the wide-ranging communications role of the Association, focused primarily on outreach and networking. Using a combination of social media, public relations and creative marketing, this committee drives membership engagement and raises public awareness of the Association. The Marketing Committee coordinates the Annual Oncology Nursing Day and Nurse of the Year campaigns. The Marketing Committee will ensure that key messages, social media and marketing are aligned to the strategic plan.

Accountability:

The committee is a standing committee of the CANO/ACIO Board of Directors. It is accountable through the CANO/ACIO Marketing Committee Co-Chairs (Director-at-Large Communications or Director-at-Large Membership).

Functions:

- Ensure that key messages, social media and marketing are aligned to the strategic plan.

- Supports the implementation of initiatives/projects assigned to specific Director-at-Large portfolios from the CANO/ACIO strategic action plan that require dissemination to membership, key stakeholders and the public.
- Review CANO/ACIO's Communication Plan and action any outstanding or ongoing objectives.
- Reinforce CANO/ACIO's branding identity and reputation through enhanced communications and marketing strategies.
- Develop and implement membership recruitment and marketing strategy that provides membership benefits and increases membership on an ongoing basis.
- Identify cross marketing recommendations with key stakeholders in oncology.
- Provide oversight and marketing leadership for CANO/ACIO projects/initiatives that aim to promote the Association.
- Leading and organizing Oncology Nursing Day and Nurse of the Year.
- Provide guidance and oversight to the Association when undertaking branding initiatives, website re-design, creation and/or revision of Association publications.
- Proactively develop new materials/resources to increase CANO/ACIO's impact within the nursing community that are caring for patients with cancer and the public in general.

Membership:

The membership of the CANO/ACIO Marketing Committee shall include:

- DAL communications (co-chair)
- DAL membership (co-chair)
- Treasurer
- CANO/ACIO Executive Director or designate (ex-officio)
- CANO/ACIO Project Manager
- One Director at Large
- Others will be invited as ad hoc

- Administrative Support will be provided by Head Office

Terms of Office:

The term for all committee members, including the Co-Chairs, shall be a three year renewable term.

Roles of the Committee:

The **Co-Chair(s)** responsibilities include:

- Chair all committee meetings and makes arrangements for keeping written reports/minutes etc.
- Create an annual committee budget and submits it to the Treasurer for Board approval.
- Delegate tasks to committee members as needed.

The **Committee Members'** responsibilities include:

- Attend regularly scheduled committee meetings
- Engage in the planning, discussion and implementation of assigned duties/activities of the committee.
- Carry out duties as assigned by the Co-Chairs.

Quorum:

51% of committee members

Review and Approval:

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