

Committee Name:	Communications & Marketing
Level (Hierarchy)	Two
Role:	To lead communication & marketing of SAYFC to both members, non-members, and supporters
Tasks include:	<p>The task of the Communications & Marketing Committee include:</p> <ul style="list-style-type: none"> • Develop a comms strategy to include how best to communication with all stakeholders about how we are governed, values, work, and achievements in delivering purpose. • Support SAYFC National Committees and Regional Committees to help promote their work • Support the development of SAYFC’s social media and regularly review the channels and SAYFC’s approach • Develop Alumni Engagement via Friends of Young Farmers • Evaluating the current membership and helping to improve recruitment and retention of members • Guide the development of SAYFC website • Guide the development of SAYFC app • Co-ordinate publications
Committee Responsibilities:	<ol style="list-style-type: none"> 1. Gather views and discuss issues pertinent to your region. 2. Attend committee meetings and ensure that your regions views are heard and listened to by all the members of the committee. When unable to attend, ensure apologies are submitted in a timely manner and any comments relevant to the meeting submitted to Chair or staff member 3. To hold the committee to account for the actions that they take to deliver the actions agreed by the committee. 4. To fulfil any posts to the best of your ability allocated to you by your committee. 5. Keep your committee chair and staff member informed on the issues affecting members in your region. 6. To share SAYFC messaging on own / Club social media channels. 7. Point of contact between National Committee and area you are representing, acting as a voice between the different committee groups. 8. To ensure the applicable committee messaging is communicated to the membership beginning with the relevant regional committee at their committee meetings and through WhatsApp groups. 9. To aid local districts in ensuring relevant information is being passed on at district meetings. 10. To promptly respond to information requests from the Chair or staff member 11. To volunteer to support to help deliver projects / events (including creating content from national and regional competitions and events). 12. As a member of a National Committee you are a representative of SAYFC and a role model to other members, and should therefore behave appropriately both at SAYFC events and within your social media presence. 13. Committee members with access to SAYFC social media platforms are responsible for using them appropriately, in line with SAYFC’s communications, branding and safeguarding policies.
Membership:	<p><i>Committee:</i> Chair Vice Chair Past Chair Two representatives per Region (from the North: one Grampian, one Highland)</p> <p>Three co-opted members</p> <p><i>Observers:</i> Any member of the Senior Leadership Team</p>

Voting procedures:	<p>All committee members:</p> <ul style="list-style-type: none"> • At the respective regional assemblies, all incoming and outgoing regional committee members and two members per club are entitled to vote on the two regional Communications & Marketing representatives. • At the Communications & Marketing Assembly, the outgoing and incoming committee members have voting rights • Co-options shall be elected at the Communications & Marketing Assembly • If a Regional Representative is elected as Communications & Marketing Chair or Communications & Marketing Vice Chair the space may be replaced by the next ranked member from the voting procedure at the relative Regional Assembly. <p>If a region does not fulfil any of their regional representative positions, they will be reverted to co-option places to be voted on at the Communications & Marketing assembly as above.</p> <p>Chair: Elected by members of the Communications & Marketing Committee, retiring committee / new committee. The Vice Chair is an ex-officio position, they do not need to be re-elected on the committee before being elected as Chair. They must be proposed and seconded during the assembly. Any member of the committee is eligible to stand for the position of Chair.</p> <p>Vice Chair: Elected by members of the Communications & Marketing Committee, retiring committee / new committee. Must be elected to the committee first, either as Regional representative or co-option. Any member of the committee is eligible to stand for the position of Chair.</p>
Chaired by:	Committee Chair or Vice Chair
Reports to:	Senior Leadership Team
Attendance Requirements:	50% of meetings
Secretary:	Staff member appointed by the remuneration committee.
Honoraria	The Communications & Marketing Chair will be granted an optional honorarium of £250 per annum.