



ICHAS

Section 2 (b) – Terms of Reference for Advisory Structures

Subject:	Terms of Reference for the Communications Committee		
Date Approved by Academic Council:			July 2021
Policy Version	1/2021	Date due for Revision	July 2024

PURPOSE (including Scope of Functioning/ Key Responsibilities and Accountabilities)

The Communications Committee is charged with accountability for co-ordinating an ethical Communications Strategy for the College as well as managing marketing activities in a manner that is consistent with the College’s Mission, Vision and Values.

MEMBERSHIP

The Committee will include the following:

- Communications & Public Engagement Manager (Chair)
- Vice President (Academic Affairs)
- Vice President (Corporate Affairs)
- Marketing Administrator
- IS Manager
- Social Media Manager

ROLE AND RESPONSIBILITIES

The Communications Committee is responsible for:

- Developing annual marketing plans in line with the strategic plan, college mission and allocated marketing budget.
- Agreeing marketing plans with the Board of management
- Implementing marketing and PR initiatives
- Liaising with key personnel across the College to ensure optimal involvement.
- Ensuring Marketing material complies with all statutory and regulatory requirements and presents accurate information to stakeholders or interested parties.

Role of the Chair of the Communications Committee

The Chair will convene and manage meetings, provide such documentation and reports as are necessary to members for the proper functioning of the Committee. The Chair also arranges that the committee issues a quarterly report to the Board of Management.

Role & Expectations of Members of the Communications Committee

Committee members are expected to be appropriately prepared for each meeting, read relevant reports and documentation in advance, and make every reasonable effort to attend each meeting.

Operating Procedures

- The Chair convenes meetings with adequate notice.
- At the commencement of the meeting, the Chair outlines the procedures of the meeting.
- Ensure that meetings are held in a timely and efficient manner.
- Ensure minutes are recorded and available to any internal Committee or if necessary, to the Academic Awarding Body.

Appointment to the Communications Committee.

The Communications Committee is a Sub Committee of the Board of Management. Appointments to the Communications Committee will be made by the Vice President (Corporate Affairs).

Meetings of the Communications Committee

Frequency of Meetings: The Committee meets monthly.

Quorum: The quorum for a meeting is 3 members. Where a quorum not possible, the meeting will be adjourned until a time determined by the Chairperson.

Powers of Decision Making: The Committee is not a decision-making body. It develops, monitors, plans and implements a Communications Strategy and reports and makes recommendations to the Board of Management.

Reporting Relationships: The Committee reports and makes recommendations to the Board of Management.