



Marketing and Policy Development Committee

The Marketing and Policy Development Committee is an Advisory Committee of the Board. The Committee is responsible – in partnership with executive staff – for monitoring and providing broad policy advice and guidance at a strategic level in the following areas:

- External and public affairs
- Key issues affecting managers and the management environment
- Research and surveys
- Knowledge Management
- Partnership strategies
- Image and positioning, PR and media activities
- The Institute's National Conference

Membership

The Committee has up to 14 members, including:

- Chairman, appointed from and by the Board, who is expected to be a senior manager with experience in one or more of the key areas of the Committee's areas of interest
- Up to nine other members of the Institute (one of whom is appointed as Deputy Chairman)
- The two staff directors with responsibility for the activities falling within the remit of the Committee (ie Director of Marketing and Communications, and Director of Policy and Research)
- Up to two persons co-opted to the Committee, appointed by the Board, who may or may not be members of the Institute

Term of office

Members are appointed for a term of 2 years and are eligible for re-appointment for a further 2 terms up to a maximum of 6 years' service.

Skill sets

Members of the Committee should have a broad experience of the workplace, with specific reference to:

- internal and external communications
- marketing and public relations

- research and policy
- knowledge management

Terms of Reference

The Committee has the following Terms of Reference:

1. Monitor and provide broad policy advice and guidance on external and public affairs at a strategic level, including issues affecting managers and the management environment and associated research.
2. Contribute advice and expertise on relevant issues, including knowledge management, environmental scanning and intelligence, and the development of partnerships and the 'Ambassador' scheme.
3. Provide input into the overarching marketing strategy for the Institute.
4. Consider the ways in which the Institute communicates with its members, employer contacts and other stakeholders, including web developments, branding, image and profile, and stakeholder communications.
5. Receive reports as necessary on activities of the Academic Panel in maintaining editorial control over the content of the Institute's digital repository of knowledge and the scope of research activities.
6. Oversee the development of policy for the Institute's Management and Leadership national conference.
7. Refer issues to the Board as appropriate and provide advice and guidance as may be requested by the Board.