

Remit

1. The Sub-Committee's remit encompasses the development and implementation of a marketing strategy in furtherance of the aims of the Society as set out in its Constitution. The strategy aims to grow the membership in numbers, achieving as far as possible a demographic spread representative of Kew Village. It aims to raise the awareness and appeal of the Kew Society and attract new members.
2. It organises surveys of the membership from time to time. It oversees the corporate ID, including the design and content of the Kew Society web site, Newsletter membership leaflet and other branding. It organises publicity campaigns and PR opportunities.
3. Any expenditure the Sub-Committee wishes to undertake in furtherance of its remit is proposed to the Executive Committee for approval prior to any commitment being made. This will usually be at the next available Executive Committee meeting or, exceptionally, via email to all members of the Executive if approval is needed more urgently.
4. It provides information to the membership of the Kew Society on its activities through updates on the Kew Society website and in the Kew Society Newsletter.

Composition

5. The Sub-Committee comprises:
 - At least one and preferable two or more Executive Committee members who are Trustees of the Society and
 - such other individuals, who may not be members of the Kew Society or residents of Kew, as may be invited from time to time to assist because of their expertise. Such individuals, if they are members of the Kew Society and residents of Kew, may be co-opted to the Executive Committee and the Sub-Committee until the next AGM or EGM when they are eligible to stand for election as Trustees.
6. The Sub-Committee appoints one of the Kew Society Marketing Trustees as its chair.

Time Commitment

7. The time commitment comprises:
 - communicating by email and meeting other members of the Sub-Committee as necessary to agree actions – approx.1 hour a month;

- if a Trustee or, on occasion as a co-opted member of the Sub-Committee, attending meetings of the Kew Society Executive Committee, currently once a month except in August and lasting up to 2 hours, and attending the AGM and any EGMs;
- communicating through social media any relevant Kew Society news – approx. 1 hour a month;
- commissioning contributions, editing and publishing the Society's Newsletter and reviewing and printing other marketing materials as needed – approx.. 2 hours a month on average;
- attending functions and meetings to which the Kew Society is invited and events organised by the Kew Society from time to time.