



TOGETHER WOMEN RISE

Collective action for global gender equality

Marketing Advisory Group Charter

The Marketing Advisory Group (“Group”) is a sub-committee of the Community Building and Learning Committee (“CB&L Committee”), which is a standing committee of Together Women Rise. It is a small, focused group of professionals and thought leaders with backgrounds in marketing, social media and digital communications, branding, public and media relations, advertising, and stakeholder relationship building, both nationally and internationally.

Purpose:

The Marketing Advisory Group provides expertise, advice and guidance regarding the marketing and communications plans and strategies required to meet goals set by Rise’s board of directors. The role of the Group is not to make decisions, but rather to provide current knowledge, critical thinking, feedback, and analysis.

Staff Partners:

CEO, Communications & Membership Director, Communications Coordinator

Meetings and Time Commitment:

- One-year commitment
- 4-6 meetings in the year (90-minute meetings)
- Some meeting preparation (i.e. reviewing documents)

Chair and Membership:

The Group will be chaired by a Rise member, designated by the Chair of the CB&L Committee, and will consist of 6-8 members (in addition to the Chair and staff partners). Group members to include:

- 1-2 Rise board members, one of which is the Chair of the CB&L Committee.
- 2-3 Rise members with proven expertise and experience in marketing, communications, public relations, media relations, or social media management, preferably in the nonprofit sector
- 2-3 individuals -- **not currently involved in Rise** – who can provide external expertise, current best practices and trends in the areas of marketing, communications, public relations, media relations, or social media management, preferably in the nonprofit sector
- Staff partners: CEO, Communications & Membership Director, Communications Coordinator

Each member will serve for a one-year term, with the possibility of extension or renewal. Members will be recruited through targeted outreach, Rise’s website, e-newsletter, and social media.

Scope of Work:

- Advise and provide input on marketing and communications plans designed to increase awareness of Rise and recruit new chapters, chapter members, donors, and other supporters.
- Provide new insights and advice to address the organization’s marketing challenges (including cost-effective marketing tools) or explore new opportunities through robust, high-quality conversations.
- Advise on specific target areas for growth.
- Recommend potential partners to help elevate Rise’s brand.



- Provide information and/or conduct research/benchmarking, as needed, on current marketing/communications best practices and latest trends (i.e. ROI on specific marketing strategies and platforms).
- Leverage their connections and resources to support Rise's marketing efforts.
- Monitor progress in achieving marketing and communications goals and advise re: plan modifications as needed.
- Report to the Community Building & Learning Committee at the Committee's regular meetings. (Reporting to be done by CB&L Committee Chair and Communications & Membership Director since they will sit on both the Committee and the Group)

Marketing & Communications Vendors: The Committee may provide recommendations for marketing and communications vendors, however, staff will have final decision-making authority over vendors, subject to budget considerations, an RFP process, and board approval, where necessary. *(Note: all Group members will be required to sign our Conflict of Interest Form.)*

[Submit an Interest Form](#)