



MARKETING AND COMMUNICATIONS SUB-COMMITTEE (MARCOMMS)



PURPOSE

The Marketing and Communications Sub-Committee (MARCOMMS) supports the promotion of the AIOH, its activities, services, initiatives and strategic objectives through effective communication and marketing activities.

The sub-committee seeks to enhance member engagement, increase awareness of occupational hygiene and strengthen the visibility of the AIOH amongst members, stakeholders and the broader community.

RESPONSIBILITIES



Developing and implementing communication and marketing initiatives



Supporting promotion of AIOH events, programs, services and activities



Contributing to communication plans and campaigns



Supporting production of member communications and promotional materials



Supporting management of digital communication channels



Monitoring communication effectiveness and engagement metrics



Collaborating with committees, sub-committees and boards on communication activities



Providing advice to the committee regarding communication and marketing matters



ACTIVITIES

Key activities of the assist the Marketing and Communications Sub-Committee include:



Assisting the current AIOH Council, the Media Ambassador Working Group, and the External Stakeholder Relations Sub Committee in delivering targeted external communications as the need arises, including Media Releases, letters to key stakeholders and fact/information sheets



Developing and maintaining a formal Communications and Marketing Strategy document



Oversight of production of *The Filter*



Coordinating the publication of content through the website and social media



Assisting with media releases, fact sheets and stakeholder communications



Coordinating with AIOH staff regarding publication activities.



MEMBERSHIP

The sub-committee shall comprise:



A lead appointed by the chair of the Stakeholder Relations, Communication and Marketing Committee



Members appointed by the chair in consultation with the lead



Additional members, advisors or working group participants appointed as required.