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**THE BRITISH SCHOOL OF MILAN – SIR JAMES HENDERSON**

**TERMS OF REFERENCE - THE MARKETING COMMITTEE**

**COMPOSITION AND QUORUM**

1. The Marketing Committee has a monitoring and advisory role relating to the school’s marketing, development, admissions and PR.
2. The Committee will meet three times a year, normally in the Autumn, Spring and Summer terms (or more frequently if required).
3. The Committee will consist at least of three Governors. The Committee Chair will be nominated by the Chair of the Board of Governors.
4. Meetings of the Committee will be attended by the Principal, the Head of Marketing, the Development Director and the Director of Admissions. Other members of staff and advisors may be invited by the Committee. Attendees do not have voting rights.
5. The Board Secretary will be the Committee Secretary.
6. The quorum is three Committee members.

**DUTIES**

1. On behalf of the Governing Body the Committee are to receive reports, review, monitor implementation, consider changes, and where required make recommendations on the:

* Implementation of marketing, development, admissions and PR objectives
* Achievement of marketing, development, admissions and PR objectives in the context of agreed timescales
* Fundraising plans and targets
* Development plan and the achievement of fundraising targets.
* Establish ad hoc working groups to carry out investigations and projects, and make recommendations as required.
* Undertake tasks and further research as directed by the Governing Body.

**REPORTING**

1. The minutes of a meeting constitute the report of the Committee to the Governing Body.
2. The committee has no delegated powers. Recommendations that have financial or ethical implications are to be routed to the Governing Body via the Finance Committee.