



MARKETING & COMMUNICATIONS COMMITTEE

- The purpose of the Marketing and Communications Committee is to work closely with the Managing Director to steward the DSO brand and image, assure that the DSO has internal and external marketing and communications programs targeted at specific market segments, and that our programs are consistent with clearly defined objectives to enhance the reputation and recognition of the organization. (A board member and Managing Director will co-chair this committee.)
 - Develop a comprehensive marketing and communication strategy each season
 - Strategy will include promoting concerts, special events, fundraising initiatives, volunteer opportunities, outreach initiatives, etc. (DSO staff/committees should notify the marketing committee when they have something that needs to be promoted/designed; please give us enough notice so we can design promo materials / write content if needed.)
 - The marketing committee will also work with all DSO staff/committees to ensure that all materials and events created stay within the organizations brand and image and that we are presenting a consistent message to our audiences through all our communication channels. Staff / Committee chairs will approve all their materials before distribution.
 - Maintain and build relationships with key industry partners and members of the press in conjunction with staff efforts.
 - Evaluate effectiveness of marketing initiatives both internally and externally and provide support to the Development Director and Managing Director as needed.
 - The committee shall consist of the Managing Director, Board of Directors Liaison, and ideally at least 3-5 more volunteers.