

SOCIETY OF COSMETIC CHEMISTS
Charter of the Marketing Committee (2022)

Statement of Purpose

The purpose of the Marketing Committee is to:

1. Provide direction and oversight of the marketing activities for the Society.
2. Assist the marketing staff in determining the best ways to service the members via technology & media.
3. Provide feedback to the Board of Directors and assist with strategy development to increase SCC visibility, engagement and impact.

Membership & Terms

The committee will consist of the following individuals. Each position, other than those required by the Bylaws (if any), is subject to Board affirmation.

Composition	Term	Selection Process
Chair	One (1) year – voting member	Call for Volunteers
Vice-Chair	One (1) year – voting member	Call for Volunteers
Group Members (up to 15)	Two (2) years – voting member	Call for Volunteers
Officer Liaison – Treasurer	N/A – non-voting member	Policy
Staff – SCC Manager, Marketing	N/A – non-voting member	Policy

- Vice-Chair shall ascend to the Chair position following their term, pending Board affirmation.
- Vice-Chair shall generally be chosen from a current committee member when possible.
- No voting Committee member shall serve more than two (2) consecutive terms in one position on the committee.
- Committee members shall consist of up to fifteen (15) others representative of various member types including student/junior/affiliate/general, academia, and others as needed.
- All terms of service shall run concurrent with the organization’s fiscal year (January 1 – December 31).

Authority & Responsibilities

Operating within the Bylaws, policies and procedures as established by the Board of Directors, the committee has the authority to:

1. Conduct outreach, secure data, and develop an engagement strategy to address member communications & media;
2. Evaluate and recommend a strategy for social media engagement;
3. Identify methods and means to increase the overall awareness and brand recognition of SCC; and
4. Assist with other projects, programs, or strategic initiatives as requested by the Board of Directors.

Meetings

The committee shall meet not less than quarterly and each meeting shall be at such a time and place that will most effectively accomplish their task(s), including, but not limited to, face-to-face, teleconference, or video conference. The committee shall have written meeting minutes and shall submit a written report to the Board of Directors (or Executive Committee, if requested) for their next meeting.

Budget

The committee shall operate in a fiscally responsible manner and within their budget as approved by the Board of Directors; requests for additional funding may be approved at the discretion of the Board of Directors.