



## Marketing and Development Standing Committee

### Role of the Committee

To monitor, in conjunction with the Principal, the Director of Marketing and Development and relevant consultants, the College's Marketing and Development Strategic Plan with particular reference to the responsibilities listed below.

### Composition

The Marketing and Development Standing Committee will comprise:

- At least one member of the College Council, nominated by Council, who will chair the standing committee.
- The College's Director of Marketing and Development who will be the Executive Officer of the standing committee.
- A member of the College's Leadership Team.
- The Chief Operations Officer
- Other members as invited by the standing committee and approved by Council.

### Responsibilities

- To maintain the corporate identity of the College.
- To further develop and maintain strong community relations with:
  - Mercedes College Parents and Friends Association (MP&FA)
  - Mercedes College Old Scholars Association (MOSA)
  - The Mercurian Association
  - Prospective local parents
  - The parents of international students, past, present and future.
  - Volunteers who assist the College.
- To further develop the Mercedes College Foundation with reference to:
  - The establishment of the Mercedes College Foundation as directed by the constitution
  - The Annual Giving Programme
  - Donor research, identification and recognition
  - Bequests.
- Marketing and Enrolment (local and international) through:
  - Monitoring and measurement of trends
  - Building, sustaining and invigorating relationships with current and prospective parents and families
  - Advertising, local and international.
- Public and Media relations
- Monitoring of the Marketing Programme
- Monitoring of College Communications
  - Publications
  - Advertising
  - Website
  - Social media presence
  - Corporate communications.

### Frequency of Meetings

The Marketing and Development Standing Committee of Council will meet between each College Council meeting and other times if required.