



MARKETING AND COMMUNICATIONS ADVISORY GROUP

1. PURPOSE

The Marketing and Communications Advisory Group (MarCom) provides strategic advice and guidance to the Board and the Executive Office on matters relating to social media and marketing activities that support the vision, mission and objectives of ARMS.

2. OBJECTIVES

2.1 The objectives of the MarCom are to provide advice and feedback on how to:

- Promote the importance and the value that research management professionals play in the research and innovation ecosystem.
- Enhance and encourage two-way communication and engagement between the Society's members and our key stakeholders.
- Grow the Society's membership base and increase the diversity of organisations engaging with ARMS; and
- Drive broader engagement and awareness of member benefits, in particular the conference and professional development programs, thereby helping to improve financial sustainability.

These objectives, audience and tactics are elaborated in the ARMS Marketing and Communications Strategy.

3. SCOPE AND RESPONSIBILITIES

3.1 The MarCom is responsible for:

- Reviewing and suggesting annual improvements to the ARMS Marketing and Communications Strategy.
- Providing tactical advice and feedback on the implementation and evaluation of the ARMS Marketing and Communications Strategy, including identifying opportunities, challenges and risks.

- Suggesting relevant metrics and indicators for the ARMS Office on the performance and impact of social media and marketing activities.
- Liaising and collaborating with other ARMS committees, reference groups, chapters and special interest groups on social media and marketing initiatives.
- Supporting the development and maintenance of a consistent and professional brand identity for ARMS across all platforms and channels.
- Making suggestions in relation to social media marketing campaigns and approaches; and
- Advising on emerging trends, best practices and innovations in social media and marketing relevant to ARMS.

4. ESTABLISHMENT AND COMPOSITION OF REFERENCE GROUP

4.1 The MarCom consists of:

- A Convenor, appointed by the ARMS Executive Office from among its staff.
- Up to six members, appointed by the Board from expressions of interest from the broader ARMS membership, ensuring a balance of skills, experience, diversity, and representation across chapters; and
- The Chief Operating Officer (COO) of ARMS (*ex-officio*).

4.2 All members must declare any conflicts of interest in accordance with the Society's Conflict of Interest Policy.

5. MEETING FORMAT AND FREQUENCY

5.1. The MarCom meets at least four times per year, or as required.

5.2. Meetings will primarily take place by videoconference.

5.3. Proxy delegations are allowed with approval from the Convenor prior to the meeting.

5.4. The Convenor may invite guests or observers to attend meetings as appropriate.

6. REPORTING

6.1. The MarCom will provide regular updates on its activities to the Board through the Convenor.

6.2. The MarCom may also suggest communications with the broader ARMS membership through various channels, such as newsletters, website, social media, etc. The ARMS Office will facilitate these communications.

7. REVIEW

The ARMS Office will review the MarCom scope and terms of reference every two years, or as required, and submits any proposed changes to the Board for approval.