



Women in Curling Executive Council Member - **Brand and Communications**
Terms of Reference

Purpose

The Brand and Communications function is to enhance the visibility of gender equity in curling and WIC initiatives, campaigns and events, through strategic branding and effective communication.

The Brand and Communications Executive Council member, with or without the support of volunteer working group, will manage the WIC social media channel(s), develop and support the implementation of positive brand outreach opportunities, draft proposed media content, and support the promotion of WIC initiatives in coordination with organizers and Curling Canada.

All activities must align with the "Roadmap to Gender Equity in Curling" to support Curling Canada's objectives for gender equity.

Responsibilities

Develop and support the implementation a comprehensive WIC branding and communication strategy aligned with the mission, vision and objectives as outlined in the "Roadmap to Gender Equity in Curling". Research and propose new branding initiatives, campaigns and events to enhance gender equity in curling and the WIC impact.

Oversee the creation, scheduling, and monitoring of the WIC social media channel(s) to engage with the community and stakeholders.

Develop proposed content for various media channels, ensuring consistency and quality in all WIC communication messaging.

Support with WIC event organizers and Curling Canada to effectively promote events, programs, and initiatives, ensuring maximum reach and participation.

Promote and support gender equity policies and practices within the scope of the WIC functions.

Working Group

A volunteer working group may be established at the discretion of the WIC Executive Council member - Brand and Communications, and with the approval of the WIC Executive Council Chair.

The working group shall consist of the following members:

- Chairperson: WIC Executive Council member - Brand and Communication
- Committee Members: Selected based on their expertise in branding, communication, social media, and project management
- Ex-officio Members: WIC Executive Council Chair and/or Curling Canada Senior Management Liaison

The WIC Executive Council (or Curling Canada) reserves the right to dissolve the Brand and Communications Working Group if it is deemed that it is no longer necessary or if it fails to fulfill its responsibilities effectively.

Working Group Meetings

The volunteer working group will meet monthly or as needed to fulfill its responsibilities.

Minutes of each meeting will be recorded and distributed to all working group members and the WIC Executive Council.

WIC Executive Council Meetings

The WIC Executive Council will meet monthly or as needed to fulfill its responsibilities.

Minutes of each meeting will be recorded and distributed to all members of the WIC Executive Council.

Decision-Making

The level of authority for decision-making lies with the WIC Executive Council, at the advice and recommendation of all WIC Executive Council members, including the WIC Executive Council member – Brand and Communications.

The working group should act as an advisory and consultative support system for the WIC Executive Council – Brand and Communications.

Reporting and Accountability

The WIC Executive Council member – Brand and Communications will provide regular reports to the WIC Executive Chair, monthly or as needed, to ensure transparency and accountability.

A comprehensive year-end report of the WIC Brand and Communications functions will be submitted by the WIC Executive Council member – Brand and Communications to the WIC Executive Council Chair.

The WIC Executive Council member– Brand and Communications, and by extension their working group, are accountable for the timely and effective implementation of its responsibilities and initiatives.

In the event of the WIC Executive Council member misses three consecutive Executive meetings or fails to complete the tasks outlined above, the WIC Executive Chair reserves the right to replace that Council member.

Review and Amendments

These terms of reference will be reviewed annually by the WIC Executive Council to ensure they remain relevant and effective in achieving the objectives of the WIC Brand and Communications function. Amendments will be made as necessary after approval by the WIC Executive Council Chair.

Authority and Budget

The WIC Executive Council member – Brand and Communications, and their working group, operate under the authority of the WIC Executive Council.

Budgetary allocations and expenditures are managed on a pre-approved basis only, as part of the annual planning and budgeting process.

There is no personal compensation for this leadership volunteer role, however, if any travel is required for the WIC Executive Council initiatives it will be managed on a pre-approved basis only, as part of the annual planning and budgeting process.

Resources

Additional resources, such as consultants, presenters, and support materials, will be dependent on the approved work plan and budget.