

# Membership and Communications Committee

## Terms of reference

Oxford Bridge Club CIO delegates some of its operations and decision-making to officers and (usually) committees. The chair of any committee is the accountable officer, who acts on behalf of the board of trustees. The chair is responsible for ensuring that the committee acts within club policies and Charity Commission guidance and fulfils the terms of reference set out below.

### Role / Purpose

- *The core purpose of the committee is to maintain good communication between the Trustees/Officers and the members; between the Club and other bridge organisations (EBU, OBA and other bridge clubs); and between the Club and the general public.*
- *The committee is responsible for maintenance and expansion of Club membership; maintenance of membership records; public image, through the website, social media and press releases.*
- *The committee sets out to achieve the following outcomes: steady or expanding membership; provision of relevant and informative data; an attractive and up-to-date website*

### Accountability

- The committee is accountable to the chair of the committee, who is accountable to the board of trustees.
- The committee is responsible for reporting to the board of trustees. Major committees (bridge, education and finance) normally report quarterly; other committees report whenever there is something the board should know about. Minutes of all meetings must be available for trustees.
- The committee will review the relevance and value of its work, and how best to organize it, annually
- Budget accountability will be the responsibility of the chair of the committee (the accountable officer), although he or she may delegate day-to-day budget management to a member (or members) of the committee.
- The effectiveness of all committees should be kept under review by the board of trustees.

### Membership

- The committee comprises a minimum of 3 and maximum of 5 members. Some members will have specific roles (set out in appendix A). All committees must have at least one trustee as a member.
- Membership of the committee is open to any club member with appropriate skills, interest and knowledge. Any member with a potential conflict of interest must declare it (a) before joining the committee and (b) when any relevant issue is being discussed.
- Members are usually appointed (or have their existing appointment confirmed) annually, at the first meeting of the board of trustees after the AGM. New members can join at any time by agreement with trustees.
- It is good practice to keep the normal period of membership at three years (as with trustees). This can be extended where people have valuable skills or knowledge.
- As with trustees, the head of the committee should aim to develop someone to take over when he or she resigns.

## **Roles and responsibilities**

The role of the committee as a whole is set out above. Most committees will assign some specific responsibilities to some individual committee members (including someone to act as secretary at meetings). These are set out for this committee in appendix A.

## **Making decisions**

Decisions will be made in one of five possible ways:

1. Individual committee members with specific roles can make their own decisions within the limits of their role. They must observe probity, value for money etc.
2. The larger committees such as bridge and education may set up small sub-groups to make decisions on specific points, e.g. implementing online bridge or setting up a new educational course.
3. Major decisions will be made by the committee as a whole. The quorum for any decision is 3, which must include at least one trustee. Such decisions are made on behalf of the board of trustees, and the committee should follow the same guidance as the board would. Such decisions must be minuted.
4. Exceptionally, on a really urgent matter, the chair of the committee can make the decision and inform the rest of the committee later.
5. The chair of the committee must use his or her judgement in assessing which issues should be referred to the board of trustees for a decision: if in any doubt, he/she should check with the club secretary or chairman. Anything involving a payment to a trustee, other than routine expenses, must be referred to the board.

Any potential payment which is material (over £250) and unbudgeted must be cleared with the treasurer before it is committed.

## **Sharing of information, liaison and communication**

- The head of the committee is responsible for liaising with the heads of other committees on issues which may affect them (for instance the use of club space), and for referring any difficult issues to the board of trustees.
- The secretary of the committee is responsible for ensuring that due confidentiality is followed, that conflicts of interest are avoided, and that the minutes of all meetings are made available to trustees [probably on a new version of the G drive].

## **Amendments / modifications to ToR**

- These Terms of Reference may be amended, varied or modified in writing after consultation and agreement with the Board of Trustees.

## **Appendix A – Committee members and roles**

### **Communications Officer (Trustee post)**

*The key responsibilities of the role are liaison with the Board of Trustees and with all of the M&C Committee; overall communications strategy; compliance with current legislation on data protection; ensuring that the club's bridge and education activities are promoted effectively via a wide range of marketing pathways, including the club website, external websites, flyers, posters and social media; liaison with mass media outlets (eg radio/TV/local press), press releases*

*The role incumbent is responsible for decisions on communications strategy.*

*The role incumbent will make decisions on communications strategy in consultation with the M&C Committee and the Board of Trustees; and publish news items on the web in consultation with relevant Trustees and Officers*

### **Membership Officer**

*The key responsibilities of the role are the processing of applications for membership; maintenance of the membership database on Pianola; securing gift aid declarations from all members willing to make such declarations; maintaining an up to date record of gift aid declarations on the database; recording of dates and amounts of membership payments; reporting of membership data to the M&C Committee.*

*The role incumbent is responsible for decisions on approval of membership applications.*

*The role incumbent will make decisions on database fields and the format of data reporting in consultation with the M&C Committee.*

### **Webmaster**

*The key responsibilities of the role are the maintenance and updating of the OBC website*

*The role incumbent is responsible for decisions on web page presentation*

*The role incumbent will make decisions on deletions and archiving in consultation with the M&C Committee.*

### **Social Media Officer**

*The key responsibilities of the role are the monitoring and updating of all OBC social media accounts.*

*The role incumbent is responsible for decisions on content and presentation of all non-controversial material on social media accounts.*

*The role incumbent will make decisions on any potentially controversial material in consultation with the M&C Committee.*

### **Marketing Officer**

*The key responsibilities of the role are the creation and maintenance of appropriate marketing pathways.*

*The role incumbent is responsible for decisions on appropriate and effective marketing pathways and the updating of the Marketing Pathways document..*

*The role incumbent will make decisions on any potentially controversial decisions in consultation with the M&C Committee.*

## **Appendix B: Key regular tasks (and whose responsibility they are)**

### **Communications Officer**

- *Convening meetings of the M&C Committee at regular intervals – quarterly unless varied by agreement with the M&C Committee*
- *Collating current data and reporting quarterly to the Board of Trustees.*
- *Publishing news items in a timely manner, at the request of Trustees and Officers.*

### **Membership Officer**

- *Processing membership data, usually within a week of receipt of applications.*
- *Reporting membership data to each meeting of the M&C Committee, usually quarterly.*
- *Chasing up, within one month, members who have not paid their subscription by the due date.*
- *Reporting to, or checking with, the Treasurer, the date and amount of each subscription payment during the month of April each year.*

### **Webmaster**

- *Meeting Officers' requests for timely publication of new web material*
- *Deleting out of date web material at regular intervals by agreement with the Communications Officer.*

### **Social Media Officer**

- *To be agreed with postholder*

### **Marketing Officer**

- *To be agreed with postholder*

*Richard Sills, 6 January 2021*