

## **Marketing Committee:**

**Summary Description:** The Marketing Committee focuses on promoting the activities of St. Dominic School as well as on raising awareness about the school and the benefits of attending Northfield's only faith-based elementary school.

**Chair:** Jane Bartho                      [janebartho@schoolofstdominic.org](mailto:janebartho@schoolofstdominic.org)

## **2014 – 2015 Members:**

**Members shall include:** The Marketing Committee consists of a target of (##) volunteers. The committee will appoint a chair (and also a co-chair if desired). New members will be invited to serve by soliciting school families and the committee membership.

**Length of term:** A minimum two-year commitment is requested. There will be no maximum term limit for members.

**Meeting Times:** once per month, special meetings as needed

## **Responsibilities:**

- The Marketing Committee is committed to developing and implementing marketing initiatives and activities to increase awareness of St. Dominic School and attract new students.
- The Marketing Committee is committed to providing compelling and innovative promotional and marketing materials in order to increase attendance at St. Dominic School.
- The Marketing Committee will work to coordinate efforts around the school's brand, logo, and other collateral.
- The Marketing Committee is committed to being ambassadors for St. Dominic School throughout Northfield and surrounding communities.
- The Marketing Committee may be asked to represent the school at school or community activities/events.

**Action Request:** Welcoming new members now!