



Kenora District Services Board

Marketing and Communications Task Force Terms of Reference

Mandate: To promote the programs and services provided by the Kenora District Services Board (KDSB), to establish effective communication, and to educate the general public, stakeholders and all KDSB staff on the actions and the benefits of the programs and services provided by the Kenora District Services Board.

Membership: The Marketing and Communications Task Force is comprised of three (3) members of the Board of Directors.

Meeting Frequency and Term: The Marketing and Communications Task Force shall meet a minimum of six times annually with appropriate notice to the public as per the Notice Policy of the Kenora District Services Board. The Task Force will be established for an initial period of two years and upon completion of the assigned task the task force shall be disbanded.

Reporting Requirements: The Chair of the Marketing and Communications Task Force will provide a written report to the Board of Directors at each meeting of the Board or as required.

Goals:

1. The Marketing and Communications Task Force will oversee the successful re-branding of the organization to reflect the programs and services that are delivered by the Kenora District Services Board.
2. The Marketing and Communications Task Force will ensure implementation of approved means of promoting internal communication including a quarterly internal newsletter.

3. The Marketing and Communications Task Force will ensure implementation of approved means of promoting external communication to all stakeholders throughout the Kenora District.