

**American Hiking Society**  
**Marketing and Communications Committee Charge**

**Background**

The AHS Marketing and Communications Committee (MCC) will help AHS meet its marketing and communications strategic goals, including clearly communicating the Mission, Values, Vision, and work of AHS to its members, partners, government entities, funders, and the general public. These goals and activities will be critical in order for AHS to grow and meet its charter as an organization.

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Charge: The MCC provides strategic advice, counsel, and guidance to the Board of Directors regarding:

- Defining marketing and communications priorities as they relate to AHS's Strategic Plan.
- Advising how each committee can support AHS marketing and communications efforts.
- Ensuring common themes and messaging for all committees and efforts.

The MCC shall work closely with AHS's Executive Director, Program Outreach and Communications Manager, and Development and Marketing Coordinator in defining priorities and ways to execute the marketing and communications strategy.

The MCC shall support AHS Staff efforts by:

- Assisting with coordination of communications and the marketing of events.
- Supporting AHS Staff in prioritizing and implementing marketing and communications strategies to meet Strategic Plan goals.
- Defining and helping AHS Staff on consistent messaging, tone, and branding of AHS marketing and communications.
- Supporting marketing and communications goal tracking, including reviewing progress on a periodic basis.
- Acting as a resource to AHS Staff by reviewing ideas, providing advice, helping to unlock resource constraints, or other actions, as needed.
- Carrying out and/or support AHS Staff marketing or communications efforts such as press conferences, marketing campaigns, member outreach, etc.

**Membership:**

- Chair
- At least two at-large members, only one of which must be a current Board Member.
- Staff liaison.
- Non-Board Member Volunteers (e.g., media representatives, communication experts, etc.)

The MCC shall provide a report to the Board of Directors on an annual basis, including a summary of progress made toward meeting goals and proposed activities for the coming year.

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[END OF COMMITTEE CHARGE]