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## **Marketing Committee**

### **Terms of Reference**

#### **1. GENERAL**

One of the requirements of the IWH Professional Body and Trade Association according to its Constitution is to appoint and stipulate the necessary requirements and policies for a 'Marketing Committee'. The committee shall be appointed by the current elected NEC.

#### **2. SCOPE OF COMMITTEE**

2.1. The following reference documents have been used to guide the contents of the scope of work to be used by this committee:

2.1.1. The Institute for Work at Height Constitution.

#### **3. COMMITTEE MEMBERS**

3.1. The committee shall comprise of:

3.1.1. The Professional Body CEO

3.1.2. The minimum of one representative from each Chamber namely; Fall Protection Chamber, Rope Access Chamber, MEWP Chamber, Suspended Access Equipment Chamber, Falsework Chamber, Access Towers and Ladders Chamber and the Scaffold Chamber.

#### **4. Criteria for the nomination of persons to serve on the committee**

- 4.1. Experienced in the industry at a high level for a minimum of 3 years, and will submit a CV in confirmation thereof.
- 4.2. Capable of producing reports independently.
- 4.3. Must confirm availability to serve on the committee during normal business hours.
- 4.4. Will sign a confidentiality / non-disclosure agreement with the NEC as well as a declaration of impartiality.
- 4.5. The committee operates under the control of the NEC and can be dissolved by the NEC in the event of a serious breach of its confidentiality rules.

#### **5. TERM OF MEMBERSHIP OF COMMITTEE MEMBERS**

Shall be for a period of 2 years.

#### **6. PURPOSE & OBJECTIVES OF COMMITTEE**

The Professional Body / Trade Association is a non-statutory, self-funding, non-profit organisation with its main source of income being derived from the registration of its professional members. The members are to adhere to a strict code of conduct. Various other rules and policies exist and some additional ones will be developed in due course to ensure harmony between the various role players. It is the task of this committee to ensure that all rules, policies and procedures that affect the members of the Professional Body / Trade Association are properly implemented and adhered to. Therefore the Marketing Committee shall, in the context of the work at height community be responsible for all issues relating to public relations and communication with members and the Professional Body's publics covering such responsibilities as:

- 6.1. Internal and external communication.
- 6.2. Internal and external marketing.
- 6.3. Media liaison.
- 6.4. Press releases.
- 6.5. Brand awareness.

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- 6.6. Brand protection.
- 6.7. Brand standardisation.
- 6.8. Market and communication budgets.
- 6.9. Market penetration.
- 6.10. Broad consultation.

## 7. **OUTCOMES**

The committee after research development and discussion will propose/recommend in all instances its considered outcome on the issue at hand to the NEC.

## 8. **JURISDICTION**

The committee is responsible for monitoring and giving recommendations, and will in all instances refer to the NEC for final ratification. In terms of the above, the committee will, unless otherwise requested by the NEC, limit its deliberations to its stated objectives.

## 9. **RESOURCES AND BUDGET**

During the meetings of this committee it will as necessary from time to time to address any resources needed to meet the requirements of a particular objective e.g. staffing, materials, skills, meeting venues etc.

## 10. **GOVERNANCE**

- 10.1. Decision making ideally should be a consensus, failing which it will be on a majority basis. A quorum will be a straight majority of the elected members.
- 10.2. A quorum at any committee meeting will be reached when at least 65% of voting committee members are present.

## 11. **COMMUNICATION**

- 11.1. The committee shall at all times ensure effective communication takes place both internally and externally by such means as; e-mail, telephone, skype, meetings, letters etc.
- 11.2. The frequency of the above means will be decided by the committee.
- 11.3. Three formal meetings will be scheduled during a period of 12 months, or when the need arises.
- 11.4. The main form of communication will be via email.

## 12. **RELATIONSHIPS**

The committee will report to the NEC taking cognisance of the need to consult with any other standing committee on considered matters of common interest.

## 13. **RELATED POLICIES / STANDARDS**

The committee will ensure to take into account with its deliberations any specific published acts/ policies/ standards.

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