



Terms of Reference for the Marketing, PR and Income Generation Group

Objective

To assist the College in pursuing its Vision by developing awareness of the unique Spurgeon's brand locally, nationally and internationally, communicating the College's purpose and the ways in which it seeks to serve the life of the churches and their witness to the world, increasing student numbers and maximising income, both from donations and from using assets, for the College's charitable purposes.

Responsibilities

The Marketing, PR & Income Generation Group is an Advisory Committee for the College's Leadership Team and Board of Governors and is charged with providing guidance, advice and assistance on all matters concerning marketing, PR and income generation.

In particular this involves liaising with the Finance Group as required in the production of the College's annual income budget and working closely with the Leadership Team, drawing on the experience and expertise of other Governors as appropriate:

Marketing & PR

Strategies

- Developing and implementing a marketing strategy to support recruitment, fundraising and other income generation activities.
- Developing and implementing a PR strategy to increase awareness of the College locally, nationally and internationally, including using electronic and print media to ensure that the various College stakeholders receive appropriate communications.

Messages

- Supporting the staff, students, alumni and governors in communicating the College's mission, vision and values, and promoting the College by ensuring they have relevant messages to share with those external to the College.

Marketing Materials

- In respect of recruitment, devising promotional materials (on-line and print) for all courses from pre-access level to doctoral research, identifying where best to publicise the College's programmes and courses including events and media.

- In respect of income from use of premises, devising marketing materials and advising on an advertising plan.

Brand

- Developing the uniqueness of the brand of Spurgeon's College, drawing upon its programme of activities making use of its history and archive materials and the expertise of staff, students and alumni.
- Ensuring that the College's corporate image supports the brand, and, when appropriate, devising new guidelines.

Website

- Ensuring the website is brand-compliant.
- Using the website as a tool to promote the range of programmes and courses, to provide information about development projects, and to offer details of room lettings and other facilities.
- Encouraging frequent updating of the website with news, book reviews etc.

Fundraising

- Identifying aspects of the College's operations and objectives for 2014/19 which are suitable for funding by donations and grants, and devising a Fundraising Plan for that period for consideration and approval.
- Overseeing all fundraising appeals,
- Assisting with writing cases for support, identification of potential donors, making introductions and approaches, and supporting events.
- Drafting a policy for a legacy programme and overseeing its implementation.
- Developing and monitoring the response to specific fundraising programmes.

Other income sources

- Keeping all existing income sources under review and recommending appropriate ways to maximise income including:
 - Identifying and assisting in the development of new income streams; and
 - Identifying ways to maximise use of the premises to generate income, developing a business plan for this area of activity and assisting in its implementation.

Reporting

- The Group shall circulate Minutes of its meetings to the Leadership Team and Governors.
- The Group, represented by its Chair, shall present a report to the Governors regularly and at least annually.
- The Group shall produce a written report of its activities once a year for the Annual General Meeting of Spurgeon's College Council.

Membership

The Group shall comprise:

- A Governor as Chair
- the Principal
- the Treasurer

- the Business Manager
- not more than three other Governors, members of the Council or others with relevant expertise appointed by Governors
- and, when appropriate, other members of staff.

The Principal, Treasurer and Business Manager are members of the Group by right of their appointments. Other members are appointed for a four year period, renewable for further periods of four years, by the Governors.

Meetings

The Group shall meet at least three times each year.

Document control box			
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