

Communications Committee - Terms of Reference

Purpose

- Ensure strategic and operational input into the NZSA's communications and engagement strategy and annual plan, input into major communications initiatives, and manage the production of the NZSA's quarterly digital newsletter, social media channels, and strategy and content of www.actuaries.org.nz

Members will work as a collective and may adopt the following roles as required

- Newsletter editor, social media liaison, web editor
- Content creation will be a requirement of all members.

Scope

- Co-lead development and updating of the communications and engagement strategy and plan (alongside the Chief Executive, Member Services Convenor Group and the Member Engagement Committee).
- Develop an annual communications plan and budget in July each year.
- Liaise with the Chief Executive, Committees and Special Interest Groups regarding annual and quarterly communications needs and work with each to develop appropriate, relevant, and timely content and initiatives to promote across eDMs, newsletters, social media and web channels.
- Plan and produce a high-quality digital newsletter at least every three months. Convenor and newsletter editor to attend a content planning session with secretariat and CE, and source agreed content.
- Manage the website, advising Secretariat of changes to make.
- Undertake a quarterly review of all website sections, working alongside Council liaison members as appropriate. 'News and media' and 'Events' will be monthly.
- Work with the Chief Executive to manage a social media content posting schedule. Post content and manage and respond to community comments.