



Marketing Department - Terms of Reference

Approved: April 9, 2019

Revised:

Monitoring: Bi-annually

Marketing Department Overview:

Marketing raises awareness about the WDM's programs and services to increase engagement, visitation, volunteerism, memberships and philanthropic gifts. Marketing also works to better define the needs and expectations of the WDM's audiences to ensure programs and services continue to meet or exceed the needs of our various audiences.

Purpose:

1. Communicate what the WDM does in a way our audiences will appreciate and understand.
2. Increase audience participation in WDM programs and services (both on-site and virtual).
3. Create an environment that motivates individuals and corporations to align their philanthropy with the WDM's mission, values, and long-term goals.

Responsibilities:

- Maintain the WDM's brand across all communication channels.
- Understand the needs and interests of the WDM's audiences.
- Share market research (audience needs and expectations) with managers and staff to support program and service improvements.
- Create, deliver and monitor compelling content to WDM audiences based on their needs and interests through a variety of communication channels.
- Create, execute, monitor, adjust as necessary and evaluate campaigns and advertising;
 - for each WDM location to increase general visitation, volunteerism and program participation year over year.
 - for the WDM overall to increase volunteerism, memberships and philanthropic gifts year over year.
- Source and share useful content produced by trusted allies in culture / heritage fields that would be of interest to our audiences.
- Engage with WDM audiences by monitoring and responding to audience members through various communication channels.