

# Marketing - Events Team Charter

**Marketing - Events Team** (last revised December 2020)

**Term:** Ongoing; to be reviewed periodically by the Board

## **The primary responsibilities of the Marketing - Events Team are to:**

1. Plan and host regular events (online and in-person when possible) for the purposes of Owner growth, engagement, and fundraising. Examples include workshops, informational sessions, and social mixers.
2. Produce or assist with special events like Pop-Up markets.
3. Represent Chicago Market at events we are invited to where we may speak, table, or present content.

## **Programs, events and initiatives of this Team will:**

1. Be Mission + Vision aligned.
2. Be Purchasing Values aligned.
3. Lead to Owner/community engagement; Owner growth; and/or fundraising.
4. Occur at least once per month.
5. Be sustainable and low-waste. (*when they are in-person*)
6. Maintain CDC-recommended health and safety guidelines for all involved.
7. Be food-safety appropriate.
8. To the extent they utilize the Gerber building or parking lot, be within our rights for use of the space.
9. Be allowable by our insurance policy and cover any increased cost to modifying the policy.
10. Require and obtain needed documentation for producer participants (COIs, etc.).
11. Track efforts and results in a way that allows for impact reporting to Board and Owners.
12. Carry enough Chicago Market branding and messaging to ensure the community associates the initiative(s) with Chicago Market.
13. Have Board oversight and approval via the Board Liaison.

**The primary responsibilities of the Marketing - Events Team leader (as determined by the team) are to:**

1. Assist in finalizing team charter, goals, deliverables, and reporting content.
2. Work with Volunteer Team for any staffing needs.
3. Lead and train team to perform the team responsibilities.
4. Lead the team through a "Group Working Agreements" exercise. Working agreements are guidelines that define how the group wants to work together, and what they want in the working environment and from each other to feel safe, respected and valued, and free to learn, explore and discover. (see *Org Dev team for guidance*)
5. Delegate responsibilities, where possible, to team members for appropriate tasks.
6. Encourage equity, inclusion, and diversity on the team and diversity of thought among the team members.
7. Use events@ email and respond to incoming email at that address in 48 hours or less.
8. Ensure that meetings occur at least once per month and that minutes are taken and recorded.
9. Create and maintain documentation of team processes, meeting notes, etc. on Basecamp.
10. Report once a month to the Board.
11. Remain in compliance with this Charter. Communicate any exceptions to the Board along with a plan for correction.

**The primary responsibilities of the Marketing - Events Team Board liaison (as appointed by the Board) are:**

1. Develop the leader on the team. Encourage and empower the leader to lead the team within the team's Charter guidelines. (It is recommended that the team leader and Board liaison positions be held by separate team members, wherever possible.)
2. Maintain close, regular contact with the team lead, serving as a communication channel to the Board. Update the team and team lead with changing goals, strategies, and needs of the Board.
3. Participate in team meetings as needed.
4. Monitor and ensure the team and team lead are in compliance with the team Charter. Offer guidance and suggestions for corrections as needed. Alert Board of non-compliance.

5. Receive and deliver to the Board the team lead's monthly report(s). Review and provide feedback on reports to team lead. Invite team lead to participate in Board meeting reporting and discussion as needed.
6. Bring proposed Charter updates to the attention of the Board.
7. Remain in compliance with this Charter. Communicate any exceptions to the Board along with a plan for correction.

**Reporting:** Marketing - Events Team will provide a brief written report to the Board by the first Wednesday of each month about the activities of the team, any roadblocks encountered, expenses incurred, and future plans. ([reporting template provided](#))

**Limit:** Marketing - Events Team must seek approval from Board for any expenses.

## Discussion

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