



## COMMUNICATION AND MARKETING COMMITTEE TERMS OF REFERENCE

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### AVAILABILITY

Copies of this document in English are available at the ARAC Secretariat and on the ARAC website.

### CLASSIFICATION

This document is classified as an ARAC Administrative Document.

Original: English

# **COMMUNICATION AND MARKETING COMMITTEE**

## **TERMS OF REFERENCE**

### **1 OBJECTIVE**

- 1.1 The objective of the ARAC communication and marketing committee is to provide support to the development of ARAC's activities in all issues related to promotion, internal and external communications.

### **2 FUNCTIONS**

- 2.1 The functions of the communication and marketing Committee (CMC) are:

- a. To develop and review the Terms of Reference
- b. To prepare the Work Plan of the CMC, and strategy proposal for the approval of ARAC EC, taking into consideration ARAC's guidelines and programs;
- c. To develop policies and procedures for CMC;
- d. To liaise with professional business and strategy consultants as appropriate;
- e. To develop the marketing and promotional collateral for ARAC (Website, logo, brochure, ...etc).
- f. To support the ARAC Secretariat in maintaining and developing the ARAC website, particularly in content management, monitoring the use of the site and other needed tasks. The contents of the website should be provided by members, committees and other interested parties in ARAC;
- g. To define the communication / promotion strategy (information policy) of ARAC at regional and international levels.
- h. To develop a consistent corporate identity
- i. To manage the media campaign of ARAC and support the secretariat and the Chair for the different events of ARAC including online events and activities.
- j. To design and publish ARAC news – electronically.
- k. To coordinate with other ARAC committees in the accomplishment of ARAC objectives;
- l. To present an annual written report to the Executive Committee (EC) regarding the work in progress and communicate any concern or need deemed relevant;
- m. To create and dissolve working groups as needed for undertaking specific tasks

in a predetermined time frame, and to monitor their progress;

- n. To promote ARAC and its activities, in conjunction with other committees, and to promote the MLA to its stakeholders;
- o. To promote activities of ARAC members related to accreditation and similar related activities of other conformity assessment bodies in the Arab region;
- p. To promote ARAC activities related to accreditation with other regional and international organizations;
- q. To initiate and support activities to promote the value and importance of third party accreditation;
- r. To keep the ARAC Secretariat informed about CMC activities, including minutes and attendance registers of meetings or other activities.
- s. To maintain close relationships with the equivalent committees of IAF, ILAC and other regional cooperation for accreditation;
- t. To present and provide information to other committee meetings as required and applicable.
- u. To support ARAC members with communication and marketing tools in their economy and events wherever required and applicable

### **3 COMPOSITION**

- 3.1 The CMC shall be composed by a Chair and selected members from the member countries Accreditation Bodies and the Chairs of its subcommittees which may be formed in the future. Other persons may attend the meetings, with the consent of the CMC Chair.
- 3.2 Vice-chair: The vice-Chair shall be elected from the members of the CMC and approved by the ARAC's Executive Committee from among the membership of the CMC for specific period.
- 3.3 The CMC will be integrated by one representative of each ARAC member . Each representative may be accompanied by a deputy
- 3.4 The CMC Chair is elected from the General Assembly members,

### **4 NOMINATION CRITERIA**

The candidates for the CMC membership shall meet the following criteria :

- 4.1 Be the responsible for communication within her/his accreditation body

4.2 Or Has an experience in the communication and marketing field

The nomination shall be accompanied by the CV of the candidate.

## **5 RESPONSIBILITIES**

5.1 The CMC Chair's responsibilities are:

- a. To carry out these Terms of Reference;
- b. To chair CMC meetings;
- c. To report to the General Assembly and Executive Committee about the work that is being carried out;
- d. To submit to the General Assembly major resolutions adopted by the CMC;
- e. To ensure that the Chair is kept informed on all ongoing activities and projects.
- f. Distribute to the committee members, through the ARAC Secretary, the working documents for the meetings at least two weeks prior to the meetings.

5.2 CMC Vice-Chair responsibility is to assist the Chair in his/her duties.

5.3 CMC members' responsibilities are:

- a. To attend CMC meetings and actively participate in working groups when they are formed to undertake CMC tasks;
- b. To formulate initiatives to assist the accomplishment of CMC objectives;
- c. To perform tasks and responsibilities that they receive individually or as part of working groups in timely manner;
- d. To report to the CMC Chair on activities undertaken;
- e. To implement the CMC Work Plan;
- f. To contribute to the implementation of agreements and to abide by the instructions of the General Assembly.

## **6 VOTING**

CMC recommendations are made by consensus; when a consensus cannot be reached, recommendations shall be made by two-thirds majority of those voting (abstentions will not be considered);

Each member of the CMC has one vote; the Chair has a casting vote.

## **7 QUORUM**

The quorum at a meeting of the CMC shall be 50% members present (physically or virtually), of whom at least one shall be the Chair or the Vice-Chair of the CMC.

## **8 MEETINGS**

- 8.1 The CMC shall meet at least twice a year, meetings can be conducted virtually.
- 8.2 Additional meetings may be held, when considered necessary by the Chair, by the ARAC General Assembly, or by at least one half of the CMC members.
- 8.3 Draft agenda shall be distributed at least four weeks before the meeting.
- 8.4 Meeting documents shall be distributed at least two weeks prior to the meeting.
- 8.5 Draft resolutions will be circulated to the attendees following the meetings, for approval.

## **9 FINAL PROVISIONS**

In case when a working group or a task force is established, ARAC's CMC defines its terms of reference which include the scope, composition, tasks to be carried out and deadline for reporting of results.