

## **CDI Communications Sub-Committee**

### **Terms of Reference:**

The Communications Sub-Committee will meet quarterly to:

- Develop and implement a communications strategic plan which is in line with and supports the goals of the organisations strategy 2021-2024;
- The communications strategy will be underpinned by the vision, mission, and values of CDI;
- Set targets, monitor progress on this plan and realign goals accordingly;
- Advise on communications activities;
- Support the development of effective links, networks and resources;
- Advise and guide CDI's communications function;
- Advise on progressing any actions decided;
- Identify potential barriers and solutions;
- Identify and maximise PR, advocacy, lobbying opportunities;
- Consolidate and enhance brand and branding.

### **Reporting:**

The communication subcommittee will:

- Report to the Board on quarterly, annual and three year targets, progress and issues arising and any additional information;
- Make recommendations to the Board.

The Communications Sub-committee will consider the communications activities to include:

- Internal and external
- Print
- Digital
- Website
- Lobbying
- Radio
- Social media

### **Proposed Membership**

- Isabel Aust (Chair, CDI Board Member);
- Marketign expertise
- Public Relatuons expertise

In attendance:

- Marian Quinn (CEO, CDI);
- Holly McGann (Social Media and Website Admin, CDI);
- Meadhbh Ryan, (Training Officer, CDI).

CDI team members to join the group as appropriate.