INTERNATIONAL FÉDÉRATION
AMERICAN FOOTBALL

MARKETING AND COMMERCIAL COMMITTEE TERMS OF REFERENCE

CONTINENTAL COMMITTEE
1. INTRODUCTION

1.1 The IFAF Continental Marketing and Commercial Committees are authorised by IFAF Executive Board to conduct their business in accordance with the Terms of Reference as set out below. The Executive Board may review these at any time and, when appropriate, revise to accord with the changing requirements of IFAF.

1.2 The Committees are advisory (unless stated) and will make recommendations to the Executive Board to assist IFAF to achieve its vision, values and strategic goals as outlined in the Strategic Plan.

1.3 There shall be one committee inclusive of Flag and Tackle football.

2. COMPOSITION AND MEMBERSHIP

2.1 The Committee shall consist of a maximum of six people and minimum of four.

2.2 The Executive Board will appoint the Chair for a maximum of four years and approve the membership of the Committee who may be appointed following an application process.

2.3 The term of office for Committee members will be up to a maximum of four years, subject to an annual performance review by the Chair of the Committee who shall in turn report to the Board.

2.4 Composition of the Committee will be based on a rolling replacement process to ensure regular new members and continuity.

2.5 Applications for Membership of the Committee can be supported by Members, key stakeholders and or the Board

2.6 Effort will be made to take account of regional representation, gender, ethnicity and all areas of expertise.

2.7 The membership of this Committee should include qualities and abilities across the following areas:

- 2.7.1 Journalism – article authoring for different audiences
- 2.7.2 Creativity – graphic design
- 2.7.3 Marketing and content curation for different audiences
- 2.7.4 Brand awareness and partnership development
2.7.5 Data analysis

2.7.6 Ability to communicate in one of English, French, Spanish or Arabic

3. RESPONSIBILITIES

3.1 IFAF has a unified approach to marketing, commercial activities and related communications. The Federation is committed to ensuring that there is a consistent and comprehensive approach to Business-to-Business and Business-to-Customer engagement across the core IFAF platforms - IFAF.org and @IFAFMedia. The Committee is responsible for advising the continental director, Managing Director and Executive Board and working with them to support the development and implementation of agreed priorities in the Strategic Plan, particularly, in relation to the creation of content for the IFAF platforms which are sanctioned by and / or delivered by IFAF or approved third parties. The Committee will be required to produce a communications plan which the Board will approve and monitor.

3.2 In relation to International football the Committee shall:
   a) Promote endorsed resources and partners to member federations, athletes, coaches and other key stakeholders.
   b) Report on sanctioned activity as it occurs across the continent across all platforms
   c) Create a content plan to support continental activity across the year and produce an annual impact review.
   d) Identify opportunities for business development and make recommendations to the Board
   e) Work with the Managing Director to appoint representatives to conduct IFAF communications at third party events, if requested.
   f) Work in conjunction with other Committees and Committees in the broader context of IFAF’s delivery obligations

4. Operating & Reporting Procedure

4.1 The Committee will be required to operate according to procedures agreed by the Committee at the start of their term of office and approved by the Executive Board.

4.2 The Committee shall report the outcome of any responses to queries or recommendations through the Chair to the Managing Director and the Executive Board.

4.3 Discussions and decisions taken by the Committee must happen in a transparent and efficient way via the appropriate means of communication in accordance with any deadlines set by the Managing Director and/or Board
4.4 Any decisions circulated by email require a simple majority support from all the Committee members.

4.5 Any decisions at Committee meetings will require a simple majority of all those Committee members present.

4.6 Non-response within the required timeframe to a request for a decision will be regarded as support for the decision. This must be a reasonable timeframe of no less than 72 hours.

5. Meetings

5.1 The Committee may be required to attend meetings at a particular event as approved by the Board. This will include but may not be limited to major international events arranged in partnership with a third party at which a presence may be requested. If appropriate meetings may be conducted electronically by teleconference or videoconference.

5.2 The Managing Director or a person designated by the Managing Director and/or Executive Board shall usually be present at any meetings.

5.3 Meeting agendas will be prepared by the Chair in conjunction with the Managing Director and circulated to all members of the Committee no later than a week before the meeting.

5.4 Minute takers will be rotated through the membership of the Committee with the exception of the Chair.

5.5 Minutes of all meetings will be circulated to the Board and IFAF Managing Director via the Chair.

5.6 A quorum of a minimum of 50% of the Committee shall be required for all meetings.

5.7 In the absence of the Chair, he/she will appoint a Deputy.

6. Sanctioning, budget and spending authority

6.1 Meeting expenses will be covered in accordance with IFAF’s financial and travel policy.

6.2 Any other expenses must be approved through the Managing Director and/or the Director for Finance in accordance with IFAF’s financial policy and budgets.

6.3 No member has signing authority on behalf of IFAF.
6.4 IFAF does not endorse fragmented platforms. The core platforms for content are: IFAF.org and @IFAFMedia. No further platforms may be created or endorsed without permission.

6.5 All activity must comply with all relevant laws including but not limited to those governing libel, slander, copyright and journalistic practice. No personal views can be expressed on any IFAF platform.