

*"The Voice of UK Cardiology"*

Digital, Communications and Marketing Committee (Responsible Trustee: Honorary Secretary - Dr Guy Lloyd until June 2022; from June 2022 VP Digital, IT, Communications and Marketing, Chair – Dr Debashish Das)

The Digital, Communications and Marketing Committee (DCMC) identifies the digital, communication and marketing needs and priorities of the BCS through appropriate consultation and links relevant key strategies and initiatives which involve digital, communication and/or marketing to ensure consistency, quality and effectiveness.

It provides advice to the Board of Trustees, through the Executive, as appropriate on the development and implementation of the digital, communications and marketing business strategy of the BCS in line with business plans and strategic goals.

The Committee oversees implementation of the digital, communications and marketing strategy and evaluates the success of these against agreed criteria on an iterative basis. It serves as a channel of professional advice within the areas of expertise represented on the group, advising on strategy and issues relevant to core and new areas of business and activity; including the BCS brand, membership engagement, promotion of courses and annual conference.

As part of the 'reshaping of the BCS' during its Centennial year to ensure appropriate strategic oversight of core activities, two new VP roles have been approved by the BCS Board of Trustees which will come in to effect from June 2022. One of which is VP Digital, IT, Communications and Marketing. The DCMC remit will be split in to two separate committees: Digital and IT, and Communications and Marketing. The current Chair of the DCMC will chair one of those committees and an appointed Chair will be sought for the other during 2022.

There are therefore two elected roles available this year; one focused on Digital/IT and the other on Communications/Marketing. Successfully elected candidates will initially join the DCMC and will subsequently transition in to the relevant committee once these have been set up during 2022. Nominees should therefore indicate on their application which committee it is they wish to serve on (i.e. Digital & IT, OR Communications & Marketing) once the committee is split off in to two separate committees.

Elected members are expected to attend committee meetings and engage in the work of the committee as directed by the chair. The Digital, Communications and Marketing Committee currently meets four times per year (at least 75% attendance expected), however the frequency of the meetings will be at the discretion of the Chair and is likely to increase. Meetings will normally be via Teams (with occasional face to face meetings when circumstances permit), and elected members serve a term of three years.

Committee members report to: Chair

Chair reports to: Honorary Secretary until June 2022 then reporting lines change to VP Digital, IT, Communications and Marketing.

VP Digital, IT, Communications and Marketing reports to: Executive (operational) and Board of Trustees (sets and approves strategy)

Eligibility for standing: In order to stand for elected posts on the BCS Committee applicants must be Ordinary, Joint or Affiliated Members of the BCS.