



British Cardiovascular Society

Digital, Communications and Marketing Committee (Responsible Trustee: Dr Guy Lloyd, BCS Honorary Secretary, Chair to be appointed in Spring 2021)

The Digital, Communications and Marketing Committee 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.

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 who 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.