

Professional Liverpool Marketing and Communications Group TOR and Plan 2019/20

Terms of Reference

Professional Liverpool (PL) is a membership driven organisation representing the Professional and Business Sector services community in Liverpool and its wider City Region (LCR). It has three principal activities:

- Economic Development and Representation
- Engagement and Collaboration
- Membership Services

Through these activities its aim is to connect its members, promote professional excellence and become a critical friend to the City and City Region decision makers, through the sharing of best practices and market intelligence. It will work in collaboration with other membership organisations, coordinating events and acting collectively, when appropriate, for the greater good of the City and City Region.

The Marketing & Communications group's focus is to champion representation, training & development for members represented by the sector group within the Liverpool City Region.

Objectives

1. To celebrate the breadth and quality of professional marketing and communications skills available in the Liverpool City Region.
2. To create and authoritative voice for the sector to act as a sounding board/critical friend for public sector influencers.
3. Work to retain the skills and talent in the City Region to enable the sector to be sustainable.
4. To promote the profession and support the development of future marketers in the City Region.

Scope of group

- We will always aim to be seen as a transparent group and therefore guidelines are in place to ensure the steering committee remains active and engaged:
- The steering committee will meet every 3 months
- New PL members can apply to be on the steering committee providing they have a role commensurate to the objectives of the group.
- The steering committee is limited to a maximum of 10 members.

Members of the steering group

Chair

Sarah Gerard, Client Development Manager, Weightmans

Steering group

Alex Clark, Professional Liverpool

Rosie Kenyon, Kenyon

We are in the process of overhauling steering group to seek new more engaged members.

Core marketing and comms disciplines focus

The group's focus for 2019/20 is as follows:

1. Client/CRM
2. Business development
3. Marketing and PR

We are mindful that the creation of the Digital & Creative group for PL has reduced the need for this group to support content and working in this area but there will always be a "dotted line" between the two groups.

We will continue to target marketing professionals from Liverpool City Region in roles including:

- Marketing
- Business Development/sales
- Tenders
- Communications
- PR
- CRM
- Digital

All levels of seniority to be targeted but primary aim to focus on manager and above.

We will work with partner membership organisations and networks to strengthen our collective proposition including (and not limited to) PM forum, Chartered Institute of Marketing (CIM) and Chartered Institute of Public Relations (CIPR).

We will draw on expertise from our breadth of agency-based expertise across the city region.

**Professional Liverpool Marketing and Communications Group
Events Calendar 2019/20**

Event	Speaker	Format	Date and time	Location	Target audience	Marketing and comms discipline
Social media drop in	Stephanie Heneghan	Booked	March 2019	Cotton Exchange	Anyone who needs support on content/approach for social media	Digital
PR session			June 2019			PR
Client journey session			September 2019			Client
BD session			November 2019			BD
Winter networking social event	N/A	Drinks and networking	End of November 2019			All