



**TASK FORCE: Communications, Marketing & Branding Strategies**

Co-Chairs: Greg Jacob and Nicholas Running; Board member: Aase Besson

**Mission/Goals** of the Task Force:

This Task Force is responsible for developing comprehensive (a) communications, (b) marketing and (c) branding strategies for Nordic NW, covering internal and external strategies. This Task Force will identify the audience, message, message platform and desired outcome for all communications, marketing and branding activities of Nordic Northwest. The work product of this Task Force will be submitted to the Executive Committee and NNW Board for approval.

**Background:**

Following the strategic planning work of NNW, the Communication, Marketing & Branding Strategies Task Force was created to guide, direct and develop strategies for Nordic NW in its communications, marketing and branding activities to achieve and message the Nordic NW mission, vision and values.

**Membership and Task Force Structure:**

This Task Force shall have a Chair and Vice Chair or 2 Co-Chairs.

Prospective task force members must submit an application to the Chair/s to be considered for membership on the Task Force. Task Force members will be selected by Chair/s.

1. Total membership of the Task Force will be up to 7 Members who will be charged with considering the mission, values, vision and direction of Nordic Northwest as they relate to communications, marketing and branding strategies.
2. Meetings are held monthly or twice a month until the work of the Task Force is completed.
3. Decisions/recommendations preferably will be made by collaborative consensus of the Task Force. If there is no clear consensus, decisions will be made by a simple majority of attendees.

**Responsibilities:**

Members: All members will be required:

1. To be a member in good standing of Nordic Northwest.
2. To work up to two hours a week during the course of the Task Force's work.
3. Members will accept the confidential nature of the Task Force deliberations until such time that information is released for public distribution.

**Anticipated significant collaboration needed:**

1. All other strategy related NNW Task Forces as appropriate
2. Nordic NW staff conducting messaging, communication, marketing and branding activities