**Fakenham Choral Society**

**Music & Marketing Group Terms of Reference**

Terms of Reference – written 26th Feb 2024

Purpose of the Group

The Music & Marketinging Group (referred to as ‘the group’) will work together to provide suggested term and concert dates, concert repertoire (including the forces required) and a schedule of press releases and social media posts to promote events. Other modes of publicity may also be considered (e.g. radio)

A similar group had been active prior to 2020, however the Covid pandemic prevented rehearsals and concerts taking place. At the full committee meeting on 18th September 2023 a proposal to re-establish the group was agreed.

The aim of the group will be to assist the Musical Director in suggesting suitable repertoire and to streamline the decision making process of Fakenham Choral Society’s committee (referred to as ‘the committee’). The group should also keep abreast of new opportunities for publicising the choir and its performances.

Membership of the Group

• Musical Director plus no more than three members of the choir.
• The group can invite suggestions and information from others when needed.

Accountability

• The group must report back to the committee.
• The committee will make the final decision on concert and term dates, repertoire, the engagement
 of soloists and musicians, and publicity.
• The group has no authority to act on the choir’s behalf without prior consent from the committee.
• With the authority of the committee, soloists and musicians can be approached for their availability
 and performance fee.
• The engagement of musicians and soloists (via contract) sits within the general concert
 administration duties of the committee and not the group.

Working Methods

• The group will meet either in person or via Zoom.
• Minutes should be kept.
• The group should not need to meet more frequently that once per term.
• Group members can work independently to research a particular aspect to report back to the group.
• The Musical Director will have the final say within the group on the suitability of suggested repertoire.
• Roles within the group are determined by the group.
• The group will provide a written report to the committee for their consideration.