

## **Marketing Committee SOP**

### **1.0 OBJECTIVE**

To raise awareness and leverage available mediums to increase membership and event exposure while strengthening the brand of the OFPA. Focused on more digital as way to improve reach and in turn increase revenues for the organization.

To create materials that can be used to advertise OFPA events and to communicate OFPA activities.

These procedures help to ensure that messages from OFPA are accurate and consistent.

### **2.0 SCOPE**

This SOP provides a guideline to assist with strategy, advertisements, promotions, and events to generate revenue for the organizations. Develop targeted campaigns to gain sponsors, partners, and other strategic alliances to the OFPA. Working closely with all the other chairs to form an overall Marketing Mix.

### **3.0 RESPONSIBILITY**

This SOP applies to the Chair of the Marketing Committee Brett Dooley. There are two other Directors on the Marketing Committee. Laurie Sawyer and Denise Horseman.

The committee will be responsible for working to promote any public activity by the OFPA. This will be done by the creation of new marketing materials approved and implemented by the BOD and initiated by the Chairs.

### **4.0 PROCEDURE**

Develop strategies – The Marketing Committee will meet as needed ie, monthly to discuss ways to promote and bring awareness to all activities of the OFPA. The strategies will focus on events, newsletters, competition and any other offering via the OFPA wants to promote. These meetings can be over the phone, in person or at a specific location determined by the committee.

Develop ads – Website, Social Media, Newsletter, events etc. The committee will work with the other OFPA Chairs to gain the necessary information needed to create marketing materials approved by the BOD and initiated by the Chairs.

Develop Videos – Website, Social Media, Newsletter, events, get to know the OFPA etc. The committee will work with the other OFPA Chairs to gain the necessary information needed to create videos approved by the BOD and initiated by the Chairs.

Other Marketing materials as needed working with the chairs to be approved by the BOD.

### **5.0 DOCUMENTATION CONTROL**



Ontario Food Protection Association  
Standard Operating Procedures (SOPs)  
**Marketing Committee SOP**

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Version: January 3, 2021  
Supersedes: November 3, 2020

**At least once per year the Chair will review this SOP and update it to reflect the activities to make sure that it encompasses the updated procedures.**

ISSUE DATE	REVISED DATE	STATUS
	November 3, 2020	SOP Drafted by Brett Dooley
	January 3, 2021	Reviewed and commented by SM Chalouh.
	January 3, 2021	Sent to Brett for more work on Procedure Section.
	January 7, 2021	Updated Procedures by Brett Dooley