

**GAPP Marketing Committee Charter**

March 2022

1. **Purpose:**

The Association of Genuine Alaska Pollock Producers (GAPP) Marketing Committee's purpose is to prioritize all marketing and communications projects within the assigned marketing budget, review content and materials, provide guidance and expertise to agency partners and GAPP staff about campaigns and initiatives, and ensure that such campaigns, projects, and initiatives are aligned with GAPP’s strategic plan, meet their intended objectives, and deliver against the overarching goal to increase awareness and demand for Wild Alaska Pollock.

1. **Membership:**

The committee will be comprised of representatives from both GAPP Member and Associate Member (at any level) organizations with a particular interest and/or expertise in marketing or communications and a willingness to share such expertise with GAPP for the greater interest of the industry.

1. **Objectives:**
	* *Paid Marketing Campaigns*- The committee provides guidance on GAPP-funded domestic and international marketing campaign goals, objectives, strategy, and budget ensuring they align with GAPP’s strategic plan.
	* *Content Calendars-* The committee will provide guidance to GAPP’s monthly social media content calendars to ensure they are both effective and aligned with member company content calendars that are relevant to building awareness and demand for Wild Alaska Pollock.
	* *GAPP Events –* The committee provides guidance on events that GAPP should either host or participate in. This includes organization of GAPP’s Wild Alaska Pollock Annual Meeting, educational sessions and other events held on an ad hoc basis, as well as GAPP’s participation in, and sponsorship of, outside industry events.
	* *GAPP Social Strategy-* The committee provides guidance into GAPP’s tone of voice and how GAPP should best engage the public with the overarching goal to build awareness and demand for Wild Alaska Pollock and its products.
2. **Meeting Cadence:**

The committee will meet bi-monthly, and more frequently as needed. The committee will receive a monthly email update with content calendars for social media and other vital digital assets needed to build awareness and demand for Wild Alaska Pollock.