



Yorkshire Netball Marketing and Communications Working Group

Terms of Reference

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1. Purpose of the group

The objective of the group is to support Yorkshire Netball in achieving the goal of being ‘a more competitive, inclusive and connected region’ by delivering proactive, consistent and deliberate communications which drive up engagement across the region.

2. Scope

In Scope	Out of Scope
External comms channel strategies	Internal comms channels
Brand ownership, curation and development	Large scale event management
Social content creation and delivery	Determination of key technical information for cascade
Email distribution list curation	Intervention with any direct England Netball communications to members
Email content creation and issue	
Yorkshire Netball website development and maintenance	
‘Piggy backing’ large scale events for physical brand presence	
Small scale event management	

3. Group members

3.1 Personnel

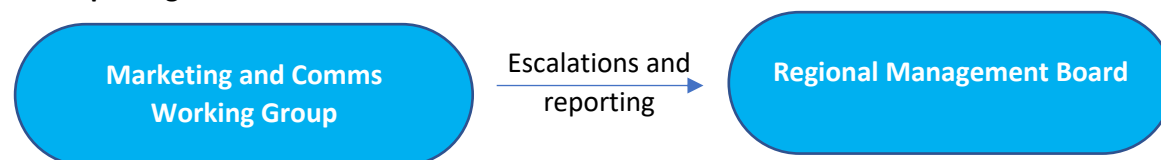
Name	Contact	Joined YN
Hayley Tepliakov	hayleyannlouise@gmail.com	November 2023
Linda Ginesi	l.ginesi@outlook.com	May 2022
Beccy Lewis	blcoachingnetball@gmail.com	November 2023
Stacy Hopkinson	stacyhopkinson@yahoo.co.uk	November 2023
Alex Hvass	pr202ah@leeds.ac.uk	February 2024
Cathy Hewitt	catherine.j.s.hewitt@gmail.com	February 2024

3.2 Roles

Role	Key Responsibilities	Forum Attendance
Marketing and Communications Lead	<ul style="list-style-type: none"> • Chair working group meetings • Represent working group in Regional Management Board • Own and development Marketing and Communications governance • Support working group members in prioritisation of work and escalation of blockers • Support working group members in getting the most from their volunteering experience • Be the key contact for the working group 	Regional Management Board Marketing and Communications Working Group
Marketing and Communications Working Group Member	<ul style="list-style-type: none"> • Channel ownership and development • Channel strategies development • Brand development and maintenance • Own key relationships with subject matter experts • Project coordination and management 	Marketing and Communication Working Group

4. Governance

4.1 Reporting Lines



The working group will provide the Regional Management Board with a progress report prior to the scheduled meetings. The report will provide an overview of progress made, any support required and key next steps.

4.2 Policies

The working group will align to all relevant policies set out by Yorkshire Netball and by England Netball.

5. Working Group Meetings

5.1 Schedule

Working groups will be taking place once a month on the second Wednesday of each month, it will last 1 and a half hours with flex if needed. The meeting will take place digitally.

5.2 Structure

The meeting structure is not rigid and will flex dependant on need. However the below agenda items will likely form the core of each meeting structure.

- Review and approval of previous meeting notes
- Actions tracking
- Progress check-in with each member
- Any items for approval
- Any items for noting
- Spend v budget review
- AOB

5.3 Meeting Inputs

Each meeting will have an agenda documented prior to the meeting and any relevant papers will be circulated for pre-reading.

5.4 Meeting Outputs

Key notes with clear actions will be circulated after each meeting.

6. Budget and Funding

The working group will create a budget proposal in January of each year for the proceeding year. This will include an estimate of required spend on all of the below (this list is not exhaustive)

- Software licenses
- Merchandise
- Content
- Paid social
- Photography
- Videography
- Small scale events

The budget proposal will be ratified by the Regional Management Board and will be reported at the Regional AGM.

There will be regular reviews of spend vs budget throughout the year in working groups and this will be reported to the Regional Management Board.

7. Version Control

Version	Date	Created by	Review by	Purpose
1.0	10/01/24	Hayley Tepliakov	Marketing and Comms working group	First version
1.1	18/03/24	Hayley Tepliakov	Marketing and Comms working group	Update to personnel