

Central Film School

2025-26

Central Film School

Marketing & Communications Terms of Reference

Section A - Purpose and Structure

1. Description

- 1.1. This committee has been instituted by the Academic Board to provide day-to-day leadership for the Marketing and Communications function at Central Film School. The MCC Committee is responsible for overseeing, guiding, and continuously improving strategies and activities that promote the School's profile, enhance student recruitment, and effectively communicate the School's vision, values, and achievements to internal and external stakeholders.

2. Membership

- 2.1. The below roles, or their designated nominees, form the membership of the Marketing & Communications Committee:
 - Senior Marketing & Communications Manager
 - Marketing Coordinator
 - Marketing Officer
 - Other CFS Staff as and when required

3. Reporting Structure

- 3.1. The MCC reports to the CEO and Academic Board.

4. Meetings

- 4.1. The committee will meet monthly and when necessary but at least once per term. Quorum is achieved by a minimum of 50% of members including the Chair.

Section B - Terms of Reference

5. Terms of Reference

- 5.1. Develops and regularly reviews the action points relating to all provisions in the Consolidated Enhancement Plan and reports on progress with regards any actions arising from the Academic Board.
- 5.2. Reports on performance against the agreed measures and KPIs for the MCC function.
- 5.3. The committee should also ensure that matters which are more appropriate for the Academic Boards to consider are referred to the appropriate group. The committee may make recommendations for items to discuss at the Academic Board.
- 5.4. The Committee Chair should report to the Academic Board on a quarterly basis, normally by presenting an Executive Summary of minutes and notes at the next Board meeting.
- 5.5. The Committee should ensure that arrangements are in place to enable it to discharge its responsibilities effectively, including the timely provision of information in an appropriate form and quality. This should include reports on:
 - Marketing activity calendar
 - Leads pipeline
 - Performance against agreed measures (marketing engagements, recruitment against target, events statistics)
 - Status update on relevant items from the CEP
 - Issues which arose in the previous meeting

Document Title	MCC - Marketing & Communications Committee Terms of Reference - 2025/26
Document Reference	CFS MCC 2025-26
Issuing Authority	CFS Academic Board
Author	Aoife McNamee
Document Approval Date	27 Aug 2025
Date Last Amended	28 Jun 2025
Effective from	27 Aug 2025
Review Date	30 Jun 2025

Version History		
Purpose/Change	Author	Date
Terms of Reference created	MCC	28 Jun 2025
Terms of Reference updated into new format and approved	MCC	30 Jun 2025
Ratified for the 2025/26 academic year	AB	27/08/2025