



## **COM-100: Marketing and Communications – 29 January 2023**

### **Structure**

The Marketing and Communications function is led by the Director of Marketing and Communications, who is elected to the Board of Directors per the Bylaws and Policy BOD-100. The Director is supported by Assistant Directors (AstD) as required. The Assistant Directors shall be INCOSE regular or senior members, and serve for a two (2) year term. There is no term limit, but the selection and approval shall be reconfirmed every two (2) years at a minimum.

### **Charter**

The charter of the Marketing and Communications function is as follows:

- To ensure effective internal and external communications for INCOSE, such as information on annual and long-range plans;
- To promote INCOSE, its products, and services to current and potential corporate and individual members as well as the larger international community and general public;
- To develop high quality materials to support INCOSE’s communications needs;
- To support targeted INCOSE initiatives;
- To create and facilitate of a “culture of communication” that is diverse, equitable, and inclusive throughout INCOSE;
- To market INCOSE and its position as the world’s authority on Systems Engineering.

In pursuit of this goal:

1. The Director of Marketing and Communications shall develop and maintain the marketing and communications portions of the INCOSE annual operating and long-range plans. These include leadership in keeping INCOSE brand relevant and consistent; advertising of INCOSE in selected communications channels; and, bringing advertising to the INCOSE audience, to mention a few.
2. The Marketing and Communications function shall be responsible for publishing the quarterly INCOSE newsletter. The AD for Communications is responsible for the content and for seeing that the content is presented in a professional format at an effective cost. The AD for Communications shall work with the INCOSE Operations Manager for distribution.



3. The Marketing and Communications function shall be responsible for the writing and maintenance of practices related to marketing campaigns and communications. These practices shall include criteria for endorsement by INCOSE, practices relevant to the newsletter and other communications media, and guidance for information exchange with people and groups outside INCOSE. Marketing and communications practices involving a subset of INCOSE committees and working groups shall be coordinated with representatives of the affected groups.
4. The Marketing and Communications function shall be responsible for assisting with the publishing and advertising of INCOSE Events, technical products, and other information (Member Communications, Press Releases, Systems Exchange Cafés, and Webinars, to name a few), such as videos, infographics, and promotional materials. The Operations Manager is responsible for the printing of any required hard copies, storage, and distribution of hard copies and storage of available digital media. The Marketing and Communications function is responsible for conveying publications guidelines for layout and format of these products, and for facilitating execution of the publications process to ensure communications to a global, diverse audience in an equitable and inclusive manner.

#### **Use of INCOSE Email Systems**

1. In order to ensure brand consistency, professionalism, and good information security practice, INCOSE employees and contractors must use the INCOSE email system (based on Microsoft Exchange and Outlook) whenever communicating with INCOSE members or with the public on behalf of INCOSE. Contractors who communicate *only* with their INCOSE contracting manager may be exempted from this policy at the discretion of their contracting manager.
2. Directors, including assistant and associate directors and leaders of INCOSE groups, including chapters, working groups, and committees must use the INCOSE email system (based on Microsoft Exchange and Outlook) whenever communicating with their groups, and whenever representing INCOSE to the public. It is highly recommended that leaders use the INCOSE email system for all INCOSE communication, but occasional use of personal or work email systems, when necessary and limited in scope, will not be seen as violating this policy. Any use of work email systems must be in accordance with that company's policies for use of company email systems.

#### **Related Policies**

COM-101 Use of INCOSE Name and Logo

COM-102 Advertising

#### **Related Procedures, Templates, and Forms (Optional)**

COM-PROC-01 INCOSE Advertising & Sponsorship Opportunities



**SUPERSEDES: COM-100 dated 15 April 2021**

**APPROVED BY: INCOSE Board of Directors, Q1 BoD Meeting, Torrance CA, 29 January 2023**

**MAINTAINED BY: (RACI Responsible R): Director for Marketing and Communications**

**POLICY OWNER: (RACI Accountable A): President-Elect**