About the Group

The Web Marketing Reference Group is a reference group of the Web Services Operations Group (WebSOG). While the membership of the group is small it is expected that it will consult widely within the University to develop proposals for consideration by WebSOG.

Membership

Amanda Wojtowicz, Director, Events & Protocol, Chair
Jo Bailey, Manager - Marketing and Recruitment
Nick Shaw, Marketing Manager, International Services
Christine Bayley, Administrator of the Alumni & Friends site and Raiser's Edge, Development and Alumni
Liam Gash, Communications Manager, Centre for Environment
Ben Cleland, ICT Project Officer, CALT
Moya Fyfe, Media Manager
Susanne Kennedy, Executive Officer, Graduate Research Office
Cameron Sweeney, Web Marketing Project Officer

The group may co-opt members from time to time according to their expertise in particular areas and capacity to assist with particular investigations, or to add value to the group’s work.

Responsibilities

The group is to provide information and advice to WebSOG in support of Web Services strategic directions:

1. Monitor, review and advise on the visual approaches for the homepage and other high-level landing pages, ensuring that those pages reflect the underlying messages/branding that the University wishes to convey to its target audiences
2. Monitor and advise on approaches to the use of external web and links by units with market-oriented responsibilities
3. Provide advice to other committees and units with market-oriented responsibilities
4. Contribute to the review, revision and further development of relevant web services policies, guidelines and standards as necessary.

Activities

1. Monitor and review priorities and tasks for the responsibilities identified above
2. Identify activities that require additional resources and/or expertise from outside the group
3. Report back to each meeting of WebSOG

These terms of reference will be reviewed in twelve months

About this document

<table>
<thead>
<tr>
<th>Original Author</th>
<th>Linda Luther, University Librarian, Chair WebSOG – 26/9/2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version Status</td>
<td>Version 2: incorporating input from the Group</td>
</tr>
<tr>
<td></td>
<td>Version 3: 2009 Group membership update</td>
</tr>
<tr>
<td></td>
<td>Version 4: Endorsed by WebSOG – 22/04/2010</td>
</tr>
</tbody>
</table>