

**Central
Film
School**



Central Film School

**Marketing, Recruitment & Admissions
Committee
Terms of Reference**

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Section A – Purpose and Structure

1. Description

This committee was instituted by the Academic Board to provide day-to-day leadership for the Marketing, Student Recruitment and Admissions provision at Central Film School, overseeing an environment which supports the effective achievement of goals and priorities and maintains all necessary standards of compliance and good practice.

2. Membership

CEO (Chair)
Marketing & Communications Manager
Marketing & Communications Officer
Senior Admissions & Recruitment Manager
Student Recruitment & Admissions Officer
Student Recruitment & Admissions Officer

Other members of the team may be invited to attend from time to time.

3. Reporting Structure

The MRAC reports to the Academic Board.

4. Meetings

The committee will meet monthly. Quorum is achieved by a minimum of 50% of members including the Chair

Section B – Terms of Reference

1. Develops and regularly reviews the action points relating to all provision in the Consolidated Enhancement Plan and reports on progress with regards any actions arising from the Academic Board.

2. Reports on performance against the agreed measures and KPIs for the MRAC function
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 Academic Board.
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. 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
 - Student Recruitment 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

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