

## **TERMS OF REFERENCE – COMMUNICATIONS PORTFOLIO**

### **Introduction:**

The terms of reference give a broad guideline as to the responsibility of the director for this portfolio, the roles he/she plays and the interaction with the Chairperson and management.

### **Objective:**

To keep target groups informed on all relevant and interesting matters effecting their involvement in the Estate. The communication is done in such a way that the target group is well informed and he/she satisfied with the information received about the Estate and its surroundings.

### **Target groups:**

The following 3 target groups were identified:

Owners

Residents

Potential owners

### **Modus Operandi**

The following media to communicate with the target groups were identified:

#### **Newsletter**

A monthly newsletter is circulated to all owners and residents via the web site. Management collects the information throughout the month and send to the director once a month who will edit the news and prepare the newsletter for the Chairman's approval. General, administrative and security matters are covered. The newsletter will be no more than 650MB about 2000 words. The final approved version is distributed to the target group and also published on the web site.

#### **Web site**

The website is continuously modified and mad user friendly by the Director. The information on the web site is continuously updated by the Estate manager. The Golf Club, estate agents, and any other interested parties are welcome to make a contribution to the website with or without contributing financially.

#### **Notices**

This media is used for general information that we need to get communicate to the target groups on an urgent basis. The notices are the responsibility of the Estate Manager but are edited by the Director before they are mailed via e-mail. The notices are pre-numbered and put on the web site as well.

#### **Emergency messages**

This is used for security issues and other important messages. The alerts are numbered and sent to the residents via our portal SMS system.