

Branding and Communication Department

1) Goals:

The goal is to build NRNA brand identity and communicate the value of NRN and increase the branding recognition and its membership

2) Objectives

- Create a greater awareness of NRNA brand and recognition of its goals, objectives and its benefit to NRNs and broader community,;
- Enhance relationships between all NRN members, donors and supporters
- Assist to influence public perception internal (NRNs) and external including government and national and international agencies;
- Assist to align all activities of NRNA in a unified, focus effort in accordance with mission and goals;
- Develop brand and communication guidelines including redevelopment of website, collateral template/s, press/media releases etc.;
- Increase eligible NRN membership and engagement

3) **Team:** Chair – President, NRNA-ICC

- Team members: NRNA Secretariat and Project Directors as required

4) Reporting relationship: The team will report to the Chair.