

Rotary District 5020
District Public Image and Communications Chair
Job Description

Overview and Objectives:

The District Public Image and Communications chair seeks opportunities to create awareness and enhance the public image of Rotary within the District. The chair continually educates and motivates Rotary Clubs and individual Rotarians to promote the Rotary story by highlighting work done in local communities and internationally. Reporting to the District Governor, this position also supports district membership recruitment and retention goals.

Term of Appointment: The appointment is a 3-year term, renewable annually, subject to approval of the DG, DGE and DGN.

Responsibilities:

- Liaise with Club Public Image Chairs to assist clubs in the development of their own club image plan
- Ensures that clubs are using the Rotary logo and brand appropriately
- Ensures the Rotary logo and brand is being used appropriately in the District
- Hosts public image educational and training opportunities for Club Public Image Committees to attend both in person and online within allowable budget
- Works with Membership Chair to provide collaborative training to support membership and retention throughout the District
- Serves as a public image resource for clubs (use of Brand Centre, social media, local media, developing a marketing campaign etc.)
- Establishes and maintains a public image network made up of Club PI Committee Chairs and PI Directors to provide motivation and to share ideas among clubs to help raise the clubs' profile in their communities. Encourages attendance at the DTA/Conference to learn the skills they need to develop a relationship with the media and to employ proven PI tools
- Prepares and publishes District Governor communications (newsletter, video, magazine) and helps promote individual club projects and fundraisers to the District
- Ensures District Website is current and updated with accurate information
- Recommends new individuals to District Governor for the Public Image Committee including the Technology Specialist position (responsible for but not limited to the overview/maintenance of Club Runner and Zoom)
- Ensures new members to Public Image Committee receive appropriate training
- Responsible for creation, and the maintenance of the District Website with the assistance of committee members
- Oversees and ensures the website is kept up to date and presents an attractive appearance and a positive impression to the public
- Promotes use of District websites i.e. Youth Exchange and District
- Ensures the District has a presence on social media
- Oversees the creation of all Rotary District 5020 branded material to ensure compliance with the Rotary International branding guidelines
- Coordinates preparation of the District Directory (online version and print version – if there is one)
- Meets regularly with Public Image Committee
- Serves as a member of the DTA/Conference Committee
- Helps promote attendance at the annual Rotary International Convention and the District Conference
- Works with District Membership and Foundation Chair on the Vibrant Club Initiative (see be a vibrant club North America)
- Attends District Council meetings

- Submits committee reports to District Council
- Creates and maintains a Crisis Communication Plan for PI responses in the event of a critical incident
- May be required to attend Zone Institute
- Prior to term ending, recommends to DG team potential replacements for the Public Image Chair position.

Qualifications:

- Competent technology skills
- Strong working knowledge of Rotary International Brand Centre
- Effective verbal and written communication skills
- Preferably experience with social media, marketing and skills in photoshop (or similar)
- Ability to access and respond to all communications (phone, email, etc.) in a timely fashion
- Ability to manage, lead and guide volunteers
- Preferably experience as Club Public Image Chair or having served on District Public Image Committee
- Ability to travel to/from Canada/USA
- Must be Youth Protection compliant and have taken District Youth Protection training
- Must be a Rotarian in good standing

March 23, 2020