

Rotary District 7610

District Public Image/Communications Chair and Committee

Job Description

Purpose: To assist the District Governor in informing Rotarians about Rotary's mission, programs, and activities and to seek opportunities to further the aims and accomplishments of Rotary.

Qualifications: The Public Image (PI) Chair should be an active Rotarian in the district who has regularly participated in district events, served as a moderator/facilitator for district trainings, and faithfully upholds the Four-Way Test. A knowledge of and experience in professional communications and graphics is advised, the chair should be familiar with methods used within the district, and capable of imaginative thinking in the development of procedures. The PI chair should lead by example as a Rotarian.

Chair Responsibilities:

- ❖ Maintain oversight of the Public Image Committee, to include (but not limited to) webmaster, newsletter editor and publisher, social media resource contact
- ❖ Suggest and write, as appropriate, articles for newsletter and website
- ❖ Direct development of PI committee goals
- ❖ Monitor postings for website
- ❖ Proof read monthly newsletter

Committee Responsibilities:

- ❖ Perform duties as indicated in responsibilities:
 - Gather articles, edit and publish newsletter on monthly basis
 - Maintain accuracy, appearance and content of website
 - Assist with development of club-level social media
- ❖ Maintain communication with club public image chairs and any area PI Representatives
 - Develop and participate in trainings
 - Forward appropriate Rotary International Public Relations Tips, etc. to clubs

- Act as a resource and find appropriate other resources
- ❖ Work with the Governor and any associated Lieutenant Governor to maintain a level of excellence in Public Relations practices, both at the district and club level
- ❖ Communicate to the Governor and/or Lieutenant Governor any ideas, plans and concerns relative to the image of Rotarians in the District
- ❖ Coordinate and complete the application for the Rotary International Public Relations Grant, if appropriate, and manage application of grant funds and reporting
- ❖ Participate in district events.
- ❖ Other responsibilities as directed by Governor and/or Lieutenant Governor.

Public Image Committee

Purpose: The district public image committee should support promotion of Rotary to external audiences and foster understanding, appreciation and support for the programs of Rotary. The committee should promote awareness among Rotarians that effective external publicity, favorable public relations and a positive image are desirable and essential goals for Rotary.

Additional Qualifications of Members:

- ❖ Preference should be given to those who have experience as a club public image chair.
- ❖ Preference should be given to media, public relations or marketing skills as a component of their vocation or profession.

Duties and Responsibilities:

- ❖ Utilize club public image chairs and any Area Public Image Coordinators, encourage Rotary clubs within a district to make public relations (PR) a priority;
- ❖ Encourage, through a variety of ways, selected by the committee, promotion of Rotary to external audiences, such as the media, community leaders, and beneficiaries of Rotary's programs;
- ❖ Keep in touch with the Governor and the chairs of key committees to stay informed about district projects and activities.

- ❖ Share RI public relations materials with clubs;
- ❖ Seek opportunities to speak to individual clubs about the importance of club public relations.

Additional Training Requirements:

Attendance at public relations workshops held in conjunction with RI meetings, whenever possible.