

**Rotary District 5020**  
**District Communications Officer and Technology**  
**Job Description**

**Overview and Objectives:**

The District Communications Officer oversees a committee that is responsible for creating branded content on behalf of District 5020. The DCO processes and maintains written press releases for the District magazine, website, social media, email and any District communication to the clubs. The DCO is also responsible for tracking campaign analytics and maintaining digital media archives and will support all internal and external communications strategy, share publicity material, respond to inquiries, and assist in branding promotional events. This position reports directly to the District Governor.

**Responsibilities:**

- Liaise with District Committee Chairs to assist in development District Communication
- Oversees the District Technology Specialists (responsible for but not limited to the overview/maintenance of District Website as well as ClubRunner, Dacdb, Hybrid meetings and Zoom as related to district activities and questions/issues from clubs)
- Oversees and ensures the website is kept up to date and presents an attractive appearance and a positive impression to the public
- Helps promote attendance at the annual Rotary International Convention and the District Conference in coordination with the DGN
- Helps promote any district training events
- 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
- Ensures the Rotary logo and brand is being used appropriately in the District
- Assists the District Governor to prepare and publish DG communications (newsletter, video, magazine) and helps promote individual club projects and fundraisers to the District
- Recommends new individuals to District Governor for the Committee including the Technology Specialist position
- Ensures new Committee receive appropriate training
- Promotes use of District websites i.e. Youth Exchange, District, and UD5020 Media site
- Serves as a member of the DTV and Conference Committees
- Attends District Council meetings
- Submits committee reports to District Council
- May be invited to attend Zone Institute

**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 District Public Image Chair or having served on District Council
- 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