

**Rotary District 5020**  
**District Public Image Chair**  
**Job Description**

**Overview and Objectives:**

The District Public Image 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.

**Responsibilities:**

- Liaise with Club Public Image Chairs to assist clubs in the development of their own PI plan
- Liaise with District Communication Officer to ensure all District communication includes appropriate branding and reflects the district in a positive manner
- Ensures that clubs are using the Rotary logo and brand appropriately
- Hosts public image educational and training opportunities for Club Public Image Committees to attend both in person and online within allowable budget
- Works with Foundation Chair and 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 to provide motivation and to share ideas among clubs to help raise the clubs' profile in their communities.
- Serves as a member of the DTV and District Conference Committees
- Encourages attendance at the DTV and District Conference
- Coordinates preparation of the District Directory (online version/print version)
- Meets regularly with Public Image Committee
- The PI Chair reports directly to the DG
- Attends District Council meetings
- Submits committee reports to District Council
- May be invited to attend Zone Institute
- Recommends new individuals to District Governor for the Public Image Committee
- Ensures new members to Public Image Committee receive appropriate training
- 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 Center
- 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