



Job Description – Zone Communications Officer

Position Summary

The Zone Communications Officer (ZCO) will be responsible for creating and implementing a strategic, multi-platform communication plan for Rotary Zones 25 & 26 that is focuses on internal (member) communications. This plan will center on the use of efficient and effective mediums, and messaging and communication that reflect our organizational voice as well as key corporate and zone level strategic messaging. Ultimately, all communication efforts are for the benefit to the club. Therefore, the plan must ensure that Club and District leadership is aware of and able to effectively use key communications, materials, and resources that will help to:

- Support and strengthen clubs;
- Focus and increase humanitarian service;
- Enhance public image and awareness.

The ZCO will operate in a matrix environment consisting of the Rotary Director, Rotary's Chief Communication Officer or designated staff, Rotary's Regional Coordinators, Zones 25 & 26 Rotary Institute Chairs, Zones 25 & 26 Education Chair, the four President-Elect Training Chairs (Pacific Northwest, Far West, Southern California/Nevada and Arizona PETS groups), and 23 District Governors of Zones 25 & 26. Each of these units produces and distributes his/her own education, marketing, and event promotional materials.

The ZCO will work with the Zone Rotary Public Image Coordinators (RPICs). The RPICs have primary responsibility to work with the districts and clubs to improve communication between the clubs and the general public. Their responsibility includes:

- Informing clubs on current standards and recommendations on voice and visual identity;
- Promoting the use of the Voice and Visual Identity Guidelines (and other supporting guideline documents);
- Providing an understanding to clubs why ensuring consistent use of voice and visual identity is in the best interest and health of the Rotary club;
- Receiving voice training from RI on a quarterly basis.
- Helping to establish a measurement tool that will help to determine the use of Rotary's visual identity assets being used correctly.

The ZCO will have primary responsibility for internal communications between the various elements of Rotary (e.g., Rotary staff, Zone leadership, etc.) and the clubs. The ZCO's responsibilities in this capacity are detailed herein. A critical and essential part of the ZCO's responsibility is to collaborate and coordinate the development and execution of the communication's strategy.

One of the objectives of the ZCO, and his/her committee is to help to make communications from all of these platforms and participants more unified, efficient, focused and necessary. To a large extent, the responsibility of this position is about reducing and aligning communication as much as creating communication.

The Zone Communication Plan has three fundamental levels of communication and target audience:

- Between the Zone level positions – Includes facilitating meetings, schedules, and communication devices.
- Between Zone leadership and the those entities who directly support the clubs (e.g., District leadership, etc.) – Includes Zone events, Institutes, convention activities, presidential visits, etc.
- Between Rotary and the clubs – While the majority of effort will be to coordinate communications within this matrix, a primary objective is to provide effective communication between Rotary and the clubs – both for consistency of message and to provide resources where they are needed most.

This channel of communication between Rotary International and the clubs will require the delivery of information in a manner that the clubs find beneficial to their needs. The objective is to open a clear channel of communication where clubs can resource messaging to use, resources to download, support from RI, etc.

Finally, the ZCO will be a chair of the Zone Communication Committee (ZCC). This committee will be comprised of Rotarians with professional experience in the communication – marketing, media and messaging. The structure of the committee, including the responsibilities and number of committee members is to be determined.

Management expectations

- Recommend an internal communication structure for zone leadership in and among the various audiences of the above referenced “matrix.”
- Identify and recommend ways to reduce, unify and simplify communication.
- Facilitate congruent messages and wide use of communication platforms including websites, social media, video, etc. This will include working with Rotary Communication staff to determine the most efficient way to channel organizational communications to the clubs.
- Work with Rotary Communications staff to identify communications streams that will be relevant and useful to clubs and districts.
- Use an interpersonal communication style that is team-oriented, collaborative and integrative.
- Identify and develop Key Performance Indicators that measure improvement in the communication throughput.

Tasks, Functions and Responsibilities:

Create, define and lead a Zone Communication’s Committee that will assist in the following:

- Inventory and assess current communications between various Rotary units (eg., Rotary's communication department, zone leadership, district leadership and Rotary Clubs;
- Work with the Director and Zone leadership to create a simplified Zone Communication Strategy and Plan that integrates media, message, and frequency (Who gets what when?)
- Update the Communication Plan annually;
- As a part of the ZCC, develop a working relationship with Rotary's Communication staff, which may include being trained by Marketing/Corporate Communications to provide more effective and efficient internal communications between Rotary, Zone leadership and ultimately the clubs.
- Facilitate monthly/bimonthly/quarterly updates to club presidents and presidents-elects from the Director, Zone Coordinators and RI Marketing/Corporate Communications aligned the editorial calendar
 - a. Emphasize key messages for them to use
 - b. Resources to download
 - c. Educational opportunities for members
 - d. Ensure that District Governors are kept in the information loop.
- Conduct feedback surveys and that measure improvements.

Reporting Relationships:

Reports to – The ZCO reports directly to the Zone Director. The ZCO's budget is proposed to and approved by the Zone Director.

Functional Responsibility to - The ZCO has a functional or dotted line relationship to the Rotary's Corporate Communication's staff and to the Zone Public Image Coordinators.

Is Part of – The Zone Cabinet, which is comprised of:

- Rotary International Director for Zones 25 and 26
- Rotary Coordinators
- Regional Rotary Foundation Coordinators
- Rotary Public Image Coordinators
- Zone Membership Chair (Project Lead)
- Zone Education Chair
- Zone Institute Chairs

Leads and Manages the Activities Of – The Zone Communications Committee, which may include:

- Webmaster – (This is position may be compensated)
- Social Media strategist who will focus on internal communication.
- Zone Team Communication Facilitator – coordinates and facilitates communication among zone team
- Rotary Staff communication liaison – to work directly with Rotary communication staff for consistency of organizational voice, messaging, and resources

- Message Strategist – To recommend and develop key strategic messages and priorities for communication within the zone.
- The Rotary Public Image Coordinators as ex-officio members. This will ensure better communication and coordination between the internal and external communication functions.

Job Requirements and Job-related Skills and Experience:

- Membership in good standing in a Rotary club within the Zones;
- Experience in developing communication and deploying strategy for complex organizations;
- Working experience in a matrix organization with diffuse lines of authority;
- Ability to listen carefully coupled with excellent written and verbal skills;
- The ability to manage and lead individuals with expert knowledge of social media, webinars, and distance learning;
- Experience and resources to develop and distributing marketing and educational materials;
- Native use of electronic communication tools for communication with individuals in Key Relationships;
- Willingness and ability to accept the responsibilities of the position to include:
 - No compensation for personal time. Out of pocket expenses to be covered as allowed by the approved Zone Communications Budget;
 - To establish a Zone Communication's Committee and hold in-person or electronic meetings as needed to fulfill objectives;
 - Communicate with constituents as needed to fulfill objectives;
 - Create and recommend Zone Communication Budget for approval by the Director;
 - Monitoring costs and expenditure of funds in accordance with the Budget, and manage the budget to avoid or minimize budget overages.

Key Constituents:

The ZCO will work with the following team:

- Rotary International Director for Zones 25 and 26
- Rotary Chief Communication's Officer – 1
- Rotary Coordinators – 2
- Regional Rotary Foundation Coordinators – 2
- Rotary Public Image Coordinators 2
- Zone Education Chair – 1
- Zone Institute Chairs – 2
- President-Elect Seminar Chairs – 4
- District Governors - 23
- Club Presidents (at least 1,325)