Rotary District 5470 Public Relations Chair

Job Description

**Position**: Chairperson, District Public Relations Committee (DPRC)

**Reports to**: District Governor of Rotary District 5470

**Term of Office**: The Chairperson of the DPRC serves at the pleasure of the District Governor for a term of three years.

**Additional District Responsibilities**: Serve on Executive Committee

**Committee Purpose**:

* To provide resources and training to Rotary Clubs in the District. To share and locate ideas, systems, tools and programs to help clubs tell their stories and promote Rotary International’s Public image.
* To advise and assist the District Governor and other District Committees to communicate District business to the clubs effectively and efficiently.
* To prepare and produce external communication vehicles as appropriate to share the Rotary International message through club achievements.

**Committee Responsibilities:**

* Communication, both internal and external
* Community Outreach
* Club/Member Relations
  + District website – content
  + ClubRunner – website infrastructure
  + Produce District Directory
* RI Public Image grant application and administration
* District Conference, Assembly and PETS support

**DPRC Chairperson Job Functions**

* Solicit and appoint members in order to fulfill PR expectations and needs of the District.
* Communicate regularly with PR committee members and support them in their appointed tasks.
* Be available to club PR chairs to assist them in their PR tasks.
* Reach out to other District PR chairs to share best practices and identify opportunities for collaboration and cooperation.
* Create an online resource library of templates and documents suitable for club use.
* Develop and distribute a tool to share activities and projects of the clubs within the district between each other and beyond.
* Provide periodic reports to District leadership regarding PR activities.
* Coordinate and cooperate with other District Committees as may be appropriate.
* Attend District conferences and assemblies.
* Develop and adhere to a committee budget.