

CLUB PUBLIC IMAGE COMMITTEE CHAIR JOB DESCRIPTION



Your role as club public image committee chair is to create and implement a plan to tell Rotary’s story to the public, and to promote the club’s projects and activities.

RESPONSIBILITIES	
GENERAL	PUBLIC IMAGE COMMITTEE
Attend your district training assembly.	Attend your district public image seminar.
Working with the president-elect, select and prepare your committee members.	Develop a public image plan, then set and achieve public image goals.
Create subcommittees as needed (e.g., media relations, social media, advertising/marketing, special events).	Promote club activities and projects among club members, local media outlets, and members of your community.
Meet regularly and plan activities.	Use the resources in the Brand Center to enhance Rotary’s public image.
Set committee goals to help achieve the club’s goals, and monitor progress toward them.	Make sure club communications follow Rotary’s guidelines for voice and visual identity.
Manage your committee’s budget.	Use the People of Action campaign materials to increase public understanding of Rotary and drive engagement in your community.
Work with your club’s other committees and your district committee on multiclub activities or initiatives.	Use social media to raise awareness of Rotary and your club in the community.
Provide committee updates to the club president, board of directors, and the entire club.	Enhance projects and activities to make them more appealing to the media.
Determine your club’s expectations for your committee.	