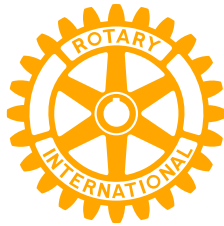


# Rotary



# DISTRICT PUBLIC IMAGE TEAM

## JOB DESCRIPTION

### YOUR ROLE

Your role as district public image team leader/member is to support the team in creating and implementing a plan that promotes our District's events, programs, projects, and Clubs!

It is important to understand that each event, program, project, and Club, projects a Public Image to our community and that **ALL of us** can have an active role in helping our communities understand what Rotary does and **WHY** our work matters and hopefully inspire others to get involved!

### QUALIFICATIONS REQUIRED?

It's helpful if a public image lead and members of the team have some experience in marketing, journalism, copywriting, digital media, etc. or at least have worked under and with a previous team with such experience. ***But it isn't absolutely necessary.*** It helps to be a good storyteller! It helps to like to talk to people! It helps to be organized, to be aware of trends, to know a lot of people... But most people can't be all of those things.

**So the main qualification is just being willing to step up to the challenge and to not be afraid to LEARN & TRY!**

Here are some learning resources that may help too:

- ROTARY'S BRAND CENTER - Logos, Templates, & Images
- DISTRICT PUBLIC IMAGE RESOURCES - Guides, Tools, Templates, & More
- Each team will have an entire team of District and Regional support to help support you!

### RESPONSIBILITIES

The District's PI Team is responsible for:

- Help clubs tell the Rotary Story in a compelling way.
- Guide clubs in their marketing, media outreach, and social media.
- Advise clubs on the appropriate use of Rotary's Branding and Public Image materials.
- Provide insights in other communication tools.
- Designing and managing district campaigns:
  - People of Action & End Polio Now
  - Event Spotlights & Club Leadership Promos
- Writing press releases and announcements for dissemination to the public.
- Advising clubs on how to implement and regionalize Rotary's public image campaigns.
- Publicizing the role of Rotary and Rotarians in Polio Eradication.

When we focus on building a strong and consistent public image within our clubs and throughout the public, we will...

- Help to create the best experience possible for our members, which will engage them further,
- Create an attractive presence in our communities that will raise the public's awareness and understanding of Rotary while increasing their desire to be involved.

### TRAINING / EDUCATION / SUPPORT

#### TRAININGS AVAILABLE IN THE LEARNING CENTER AT MYROTARY.ORG

- Our Logo & Representing Rotary
- Building Rotary's Public Image
- Promoting Your Club as People of Action
- Public Relations & Your Club

#### ZONE WEBINAR RECORDINGS & TUTORIALS

#### LEADERS AVAILABLE TO SUPPORT YOU

- District Public Image Team
- Zone Public Image Team