

Public Image Committee for NJ Rotary

Overall Responsibilities:

Hold Monthly Committee Meetings

- Chair to set the agenda and host meeting
- Representation from each subcommittee in attendance or via report
- Subcommittees should meet separately as often as they need

Be the voice of NJ Rotary

- In collaboration with the Executive and Administrative teams

Strategize

- Identify and prioritize NJ Rotary's public image needs
- Establish specific goals/objectives and implementation methods aligned directly to quantifiable District goals, programs and causes (membership, foundation, youth, etc)

Budgeting

- Work with Executive Leadership to establish budgets, budget approval criteria and processes
- Ensure use of budget, following financial policies
- Create paid sponsorship and advertising opportunities to fund District Public Image campaigns

Awareness of NJ Rotary

- Internally so members are aware of resources, events, and communications
- Externally so the public is aware of opportunities for service and connection
- Always consider our image's impact on membership growth and retention

Marketing

- Oversee efforts focused on public-facing campaigns for NJ Rotary
- Could involve hiring outside firms for added expertise

Website Management

- Consider public facing and district facing pages
- Includes managing calendar of events

Social Media Management

- Create unified messaging across platforms, aligned to District goals, programs and causes (membership, foundation, etc)
- Focus initially on Facebook, Instagram, YouTube and LinkedIn
- Expand to TikTok in the future

Media Relations/Corporate Relations//Public Relations

- Sending press releases, radio interviews, audio / video media clips
- Making media contacts, creating a media contact list across the region for specific subject areas (events, member recognitions, fundraising, speaker opportunities, youth, environment, etc)

NJ Rotary Newsletter

- Consider a member-facing and a public-facing version
- News website format recommended

Maintain Resources on District Website

- Public Image Calendar - provides inspiration for clubs and members to use on their social media
- Feature current and archived Public Image newsletters, as well as zone information

Learning Leadership

- Support better understanding of our brand
- Social Media support and content ideas
- Press release and social media templates for events, service projects, membership, youth programs, fundraising, etc
- Consider quarterly Public Image newsletter distributed to club leaders
- Stay connected to the AR/AG teams to assist with communications

Support Hub

- Services and support for smaller clubs or clubs lacking in public image skills

Recognition

- Create recurring recognition opportunities for clubs or individuals who are exceeding goals, objectives, timings and implementation methods aligned directly to quantifiable District goals, programs and causes (membership, foundation, etc)

Budgetary Considerations for Public Image Committee:

- Marketing campaigns and/or agency services to promote NJ Rotary membership and visibility
- Public Image Grants for clubs to get properly branded materials
- Administrative budget to cover travel for committee members acting in their official capacity
- Membership fees for joining organizations that will support corporate relations
- Allowance for subscriptions to Public Image tools like Canva for the team, Hootsuite or other social scheduling tools, ChatGPT, data tools, etc.
- Funding to send at least one member of the committee to Zone Institute

- Consideration for awards to recognize clubs for excellence in Public Image

Job Descriptions by Role

Public Image Chairperson

This role is part of the Leadership Council, and vital to be held by someone with both the Rotary and marketing know-how, as well as the ability to lead a vibrant team. The chair oversees all of the subcommittees to follow on this outline, holding monthly meetings to convene subcommittee leadership and prepare reporting for NJ Rotary Executive Committee meetings. They will serve as the point person with clubs and members, able to lean on fellow committee members to respond to requests for support and education.

Term: 3 years

Committee Size: n/a

Succession Plan:

- Vice Chair who serves as backup to Public Image Chair
- Should shadow chair for 1 year leading up to becoming chair
- Preferably someone who has been serving on committee in another capacity
- To be selected by the chair following any necessary governance process to have approved by the Executive Board

Estimated Time Commitment: 3-4 hrs / week

Duties:

- Oversee all public image efforts and ensure consistency across roles and subcommittees
- Host the monthly committee meeting - set agenda, send reminders, set up zoom
- Report to the Leadership Council, attending their meetings
- Collaborate with the Executive Board as needed
- Serve as the liaison between NJ Rotary and the media during major events or emergencies
- Develop strategy and set goals, including how they will be measured
- Determine what reporting is needed from subcommittees in order to track progress to goals
- Facilitate a culture that welcomes innovation and new ideas at all times
- Has to review and approve any external communications and marketing
- Monitors spending and approves any expenses against the budget
- Mentor the Vice Chair for continuity in leadership
- Collaborate closely with the NJ Rotary Membership Committee to build meaningful membership growth messaging programs
- Coordinate with Learning Chair to ensure committee members complete required Learning Center Courses
- Be the point person for other committees reaching out for communications support
- Advocate for all clubs to have a Public Image Chair
- Delegate ongoing tasks and special projects playing to committee member strengths
- Attend Zone training and share learnings with the committee.

- Actively recruit and/or identify talent for committee pipelines.
- If NJ Rotary provides funding for Public Image grants for clubs, the chair oversees assembling a team to establish policies and procedures, and to manage the grants process

Qualifications:

- Complete Public Image track in Learning Center
- Attend Zone Institute
- RLI Public Image Training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Business, PR, Non Profit experience in PR, Public Image, Advertising, Marketing a plus
- Excellent written and oral communication skills
- Some skills in graphics, multimedia, photo editing, video, project management preferred
- ClubRunner experience preferred (free training available)

Resources:

- Learning Center
- NJ Rotary President and Board
- Immediate Past PI Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- NJ Rotary Zoom Account

Media Relations Subcommittee

This subcommittee will work with the Public Image Chair to complete any public relations work, like disseminating press releases, writing articles, arranging interviews, and encouraging media attendance at events. They will also establish relationships with local media, providing important contact information for clubs.

Sub-Committee Chair Term: 2 years

Committee Size: 2-3

Succession Plan: Rotate out with another subcommittee member who has served at least one year

Estimated Time Commitment: 2-3 hours per week

Duties:

- Develop and maintain a comprehensive media contact database for local, regional, statewide, and Rotary-affiliated media (print, digital, radio, TV)
- Create and maintain media contact database for recurring subject areas, ie: events, member recognition, fundraising events, speakers, youth, environment, community service, etc
- Draft and distribute press releases for major District initiatives, public events, fundraisers, service projects, recognitions, and grant achievements

- Secure media coverage by pitching stories and cultivating relationships with reporters, editors, producers, and assignment desks
- Coordinate newspaper, radio, TV, blog, and podcast interviews for District leadership, subject-matter experts, and project leads with appropriate outlets
- Prepare talking points, media briefs, and messaging to ensure consistency with Rotary brand guidelines and district strategic goals
- Invite and encourage media representatives to attend District events, fundraisers, club meetings and other activities.
- Monitor media activity to identify opportunities for additional coverage or community engagement
- Collaborate closely with the NJ Rotary Membership Committee to build meaningful membership growth messaging
- Ensure all media communications align with Rotary International's brand standards and district objectives
- Internal Coordination to work closely with:
 - Public Image Chair
 - Social Media Subcommittee (for amplification of press coverage)
 - Newsletter Subcommittee (for sharing published stories)
 - Marketing Subcommittee (for paid media *advertising and sponsorship collaboration opportunities*)
 - Support Hub (to help smaller clubs with PR needs)
- Provide monthly updates, press activity recaps, and metrics to the Public Image Committee
- Contribute to district-wide Public Image strategy development

Qualifications:

- Complete Public Image track in Learning Center
- RLI Public Image training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Business, PR, Non Profit experience in PR, Public Image, Advertising, Marketing a plus
- Excellent written and oral communication skills
- Some skills in graphics, multimedia, photo editing, video, project management preferred

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Comprehensive media contact database

Marketing Subcommittee

This subcommittee oversees all outward facing, paid marketing, advertising, and corporate sponsorship efforts to promote events, programs and membership in NJ Rotary in coordination with Public Image Chair and NJ Rotary Executive Committee.

Term: 2 years

Committee Size: 3

Succession Plan: Rotate in a committee member who has served at least one year

Estimated Time Commitment: 2-3 hours a week

Duties:

- Oversee all paid advertising done on behalf of NJ Rotary - digital (social, search, video, display) and traditional media (tv, radio, billboard, airplane banners)
- Seek out sponsorships and sell advertising on njrotary.net, newsletters, webinars, social media, radio, billboards, and other media to support external expenses
- Coordinate all efforts closely with the Public Image Chair and NJ Executive Board with formal review process to be established by chair
- Collaborate closely with the NJ Rotary Membership Committee to build meaningful membership growth messaging
- Ensure continuity with any Rotary International messaging
- Align paid efforts in support of achieving District and Public Image goals
- Hold subcommittee meetings as needed
- Design and purchase NJ Rotary branded items as needed for district events and campaigns
- Follows all financial guidelines regarding purchasing and RFP's

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Business, PR, Non Profit experience in PR, Public Image, Advertising, Marketing preferred
- Excellent written and oral communication skills
- Some skills in graphics, multimedia, photo editing, video, project management preferred
- Negotiation skills are a plus

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Marketing templates, graphic libraries, and related marketing tools

TIP: Gather and highlight sample RFPs that may have been used by other districts that hired paid consultants

Social Media Subcommittee

This subcommittee will oversee all social media channels for NJ Rotary and ensure they are active, engaging, and optimized to both reach potential members and inform current members. NJ Rotary social media should celebrate club achievements, promote club and district events, promote membership, and educate members on the latest Rotary happenings. Initial focus should be on establishing New Jersey Rotary channels on Facebook, Instagram, LinkedIn and YouTube, with goals to expand onto more platforms to reach more people in the future.

Term: 3 year

Committee Size: 2-3 members

Succession Plan: Have a vice chair serving at least one year before leading subcommittee

Estimated Time Commitment: 2 hours per week + special projects

Duties:

- Manage NJ Rotary social media accounts (Facebook, Instagram, LinkedIn, YouTube; TikTok, Threads, Snapchat, X and any other future platforms).
- Ensure social channels are used for district messaging and promoting club activities
- Create, schedule, and publish posts aligned with District goals, programs, and campaigns.
- Establish workflow for clubs to get their information shared on NJ Rotary channels
- Development and engagement and sharing strategy that will encourage and support clubs to maximize their own and NJ Rotary's social media exposure.
- Ensure consistent branding, messaging, and tone across all platforms.
- Collaborate with Media Relations, Corporate Relations, Paid Marketing, and Newsletter subcommittees to amplify messaging.
- Collaborate closely with the NJ Rotary Membership Committee to build meaningful membership growth messaging.
- Monitor social media engagement, respond to inquiries as appropriate, and report key metrics monthly.
- Provide social media support and templates to clubs for local events and campaigns.
- Recommend new social media tools, trends, or strategies to enhance engagement.

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Public Image, Advertising, Marketing professional experience preferred
- Excellent written and oral communication skills
- Some skills in graphics, multimedia, photo editing, video, project management preferred
- Will need to know how to use or be willing to learn social scheduling system (Meta Business, Hootsuite, etc.)

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Social media posting hub
- Canva social media templates / graphic library, and related social media scheduling tools
- How-to resources from Meta and other platforms

Website / SEO Subcommittee

The webmaster oversees the publication, updates and optimization of NJ Rotary's website. The TAG recommends having both member- and public-facing content on the site, with the format to be determined by the webmaster.

Term: 2 years

Committee Size: 1-2 people

Succession Plan: Alternate with fellow committee member

Estimated Time Commitment: 2 hours per week + special projects

Duties:

- Maintain and update the NJ Rotary website, including both public-facing and member-facing pages
- Ensure events calendar is current and accurate including links
- Optimize website content for search engines (SEO) to increase visibility (alt text, meta descriptions, keyword optimized content)
- Coordinate with Social Media, Media Relations, Corporate Relations, Marketing and Newsletter subcommittees to publish relevant content online
 - Content will typically start on the website and require coordination with these other subcommittees for further dissemination
- Collaborate with leadership to keep content up to date across all committee pages
 - Can allow committee chairs who have the skills to manage their own pages
- Troubleshoot technical issues and liaise with website hosting or IT support as needed
- Monitor website analytics and collaborate for reports on usage and engagement

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Advanced understanding of Rotary brand and high Rotary IQ
- Website Management, Communications, or Public Image professional experience preferred

- Excellent written and oral communication skills
- Some skills in graphics, multimedia, photo editing, video, project management preferred

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Marketing templates, graphic libraries, and related marketing tools
- ClubRunner Knowledge Base
- Google Analytics (GA4)

Public Image Learning Subcommittee

This subcommittee oversees all learning-related activities and can be composed of committee members who are serving in other capacities in order to have a diversity of talents and perspectives. Leader of this subcommittee should work closely with the NJ Rotary Learning Committee to ensure Public Image learning opportunities align with the big picture. This role should default to the Public Image Chair if unfilled.

Term: 3 years

Committee Size: 1-2 people

Succession Plan: Vice Chair serves at least one year on subcommittee before becoming leader

Estimated Time Commitment: 1 hour per week + special projects/events

Duties:

- Support Public Image Committee members and clubs in understanding NJ Rotary's brand, communications, and public image goals.
- Provide training on social media best practices, press release writing, sponsorships, media relations, interviews, paid advertising, corporate relations, and public relations strategies
- Develop and maintain learning resources, templates, and guides for clubs
- Organize quarterly webinars or workshops on public image topics
 - Make sure all webinars are posted to the NJ Rotary YouTube channel
- Assist in onboarding new committee members and club leaders regarding public image responsibilities
- Ensure that all committee members are participating in appropriate learnings (i.e. completing courses in the Learning Center)

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ

- Communications, Public Image, Advertising, Marketing or education professional experience preferred
- Excellent written and oral communication skills
- Experience with adult education and Rotary learning programs is a plus
- Ability to manage or learn video learning platforms

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Marketing templates, graphic libraries, and related marketing tools
- NJ Rotary Zoom Account

PI Support Hub Subcommittee

This subcommittee's mission is to support clubs lacking bandwidth or the specialized skills needed for any aspect of promoting their Public Image, particularly for the smaller clubs with fewer resources, with direct assistance. Subcommittee leader should be the point person for the Public Image Chair to direct inquiries to, with all members of the overall committee lending their expertise to this subcommittee's work.

Term: 2 years

Committee Size: 1 (with expectation that all committee members help when needed)

Succession Plan: Confirm successor 6-months before term ends to provide onboarding

Estimated Time Commitment: 1-2 hours per week

If this commitment grows, committee should also grow

Duties:

- Respond to ad hoc requests from clubs for 1-on-1 public image support
- Support clubs with developing press releases, social media, event promotion, and newsletter content
- Offer guidance on branding and consistent messaging across all communications
- Maintain a repository of resources, templates, and best practices for clubs in collaboration with the Public Image Learning Subcommittee
- Identify any trends in what clubs need to share with learning team

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Communications, Public Image, Advertising, Marketing or education professional experience preferred

- Excellent written and oral communication skills
- Experience with adult education, coaching and Rotary learning programs are a plus

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Marketing templates, graphic libraries, and related marketing tools
- The rest of the Public Image Committee

Newsletter / Bulletin Subcommittee

This subcommittee will collect and publish club and NJ Rotary news into a publication designed to reach all members. The TAG recommends a news website-style format instead of a monthly document, to be managed in coordination with the webmaster, called the NJ Rotary News Network. Members, clubs and committees submit their news to be published and shared on social media any time, with a monthly email to all members featuring latest headlines and events, to include the NJ Rotary President's monthly message. The TAG also recommends having a simplified, public-facing newsletter to be showcased on the public-facing part of the website.

Term: 3 years

Committee Size: 1-3 people

This subcommittee could grow if it were to include "reporters" who help seek out and write articles for clubs

Succession Plan: Confirm successor 6-months before term ends to provide onboarding

Estimated Time Commitment: 3 hours per week depending on flow of news

Duties:

- Create and distribute member-facing and public-facing newsletters
- Collect and curate content from subcommittees, clubs, and the Executive Board
- Ensure branding, messaging, and style are consistent with NJ Rotary standards
- Coordinate with Social Media, Media Relations and Corporate Relations subcommittees to promote newsletter content
- Track newsletter engagement and provide insights for improvement
- Collaborate closely with the NJ Rotary Membership Committee to share successful membership growth strategies.
- Edit and post stories to the website and maintain news pages on the website
 - Utilize all ClubRunner SEO features when posting content
- Design and distribute the monthly email bulletin in collaboration with the NJ Rotary President

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Communications, Public Image, Advertising, Marketing or education professional experience preferred
- Excellent written and oral communication skills
- Editing skills needed for both text and maintaining Rotary's brand
- Previous newsletter or bulletin skills helpful
- Familiar with or willing to learn ClubRunner tools

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Marketing templates, graphic libraries, and related marketing tools
- ClubRunner Knowledge Base
- Website Subcommittee

Data Analytics Subcommittee

This subcommittee will be responsible for providing insights on website and social media traffic and conversions using Meta Insights and GA4 (Google Analytics).

Term: 2 years

Committee Size: 1-2 people

Succession Plan: Confirm successor 6-months before term ends to provide onboarding

Estimated Time Commitment: 1 hour per week

Duties:

- Provide monthly GA4 and Meta Insights reporting to Public Image Chair
- Collaborate with leadership to identify key performance metrics to measure
- Make recommendations on which data tools to utilize
- Review reporting for understanding and answer questions from leadership
- Generate reports by request (i.e. for special campaigns or initiatives)
- Collaborate closely with the NJ Rotary Membership Committee to establish and track membership campaigns and goals

Qualifications:

- Complete Public Image track in Learning Center

- RLI training preferred
- Communications, Public Image, Advertising, Marketing or education professional experience preferred
- Excellent written and oral communication skills
- Understanding of how to draw insights and generate reports from GA4 (Google Analytics) and Meta

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- ClubRunner Knowledge Base
- Google Analytics (GA4)
- Meta Business Tools

Corporate Relations Subcommittee

This subcommittee will help NJ Rotary and its clubs establish mutually beneficial relationships with businesses and B2B networking organizations across the state in order to facilitate opportunities for partnership, membership and visibility.

Term: 3 years

Committee Size: 1-3 people

Succession Plan: Confirm successor 6-months before term ends to provide onboarding

Estimated Time Commitment: 1-2 hours per week + networking

Duties:

- Develop and maintain relationships with local and statewide businesses, chambers of commerce, non-profits, service organizations, event venues, and corporate teams
- Assist clubs in connecting with corporate partners when appropriate
- Identify opportunities for strategic partnerships, sponsorships, and co-branded initiatives that support District goals (membership, foundation, youth programs, service projects, etc.)
- Create a corporate outreach list including companies aligned with Rotary's areas of focus
- Draft partnership pitch decks, informational packets, or briefing materials for corporate audiences
- Coordinate with Marketing on Paid Sponsorship opportunities for co-funded campaigns
- Collaborate closely with the NJ Rotary Membership Committee to build meaningful corporate membership and satellite club growth messaging and opportunities
- Explore opportunities for corporate visibility of Rotary support (i.e. signage for businesses who support our organization)

Qualifications:

- Complete Public Image track in Learning Center
- RLI training preferred
- Exceptional understanding of Rotary brand and high Rotary IQ
- Communications, Public Image, Advertising, Marketing or education professional experience preferred
- Excellent written and oral communication skills
- Ability to network and establish B2B connections

Resources:

- Learning Center
- NJ Rotary President and Board
- Public Image Chair
- Assistant Rotary Public Image Coordinator for Zone 32
- Rotary International Marketing Team
- District Assembly
- NJ Public Image Training
- Zone Institute Training
- Membership Committee