

CNY Rotary Public Image Roles & Responsibilities

Public Image Trainer

Term: 3 years

Committee Size: 1-2 people

-could be a group of people who have other roles as well (subcommittee)

Estimated Time Commitment: 1-2 hours/week

-time spent would be heavier around training events - October, March and April

Duties:

-Lead efforts to provide Public Image training for both club leaders and fellow committee members

-Collaborates with CNY Rotary Training Committee

-Works with PI Chair to identify relevant topics for annual training events

-Identifies and secures qualified presenters for training events

-Develops training materials/presentations as needed

-Helps coordinate Annual Public Image Training event in the fall (Oct)

-Posts updated training materials to district website

-Assists clubs directly with Public Image needs when called upon

-email communications guidance

-Data collection on learners - set measurable learning goals, clubs represented

-Host PI webinar bi-annually

Qualifications:

-Complete Public Image and Adult Learning tracks in Learning Center

-RLI graduate preferred

-Exceptional understanding of Rotary brand and high Rotary IQ

-Public Image/Marketing experience a plus

-Excellent communication and presentation skills

-Experience in adult learning, live and online

-Education background a plus

Public Relations Chair

Term: 3 years

Committee size: up to 3 people

-Succession Process: Co-chair who will assume the lead role after one year

Estimated Time Commitment: 1-2 hours/week

-including monthly 30-minute committee meeting

Duties:

-would report to Public Image Chair and work with entire PI team

-issue press releases and public-facing communications regarding club activities and general membership (CNY Rotary level information would be handled by the Public Image Chair)

-establish connections with media throughout CNY Rotary region

-send monthly press releases highlighting projects, programs and club activities cultivated from Rotary News Network

-connect with clubs for additional information as needed

-factor in Rotary's monthly themes, annual events like World Polio Day and seasonality

-keep any Public Relations content on the district website updated

Qualifications:

-Complete Public Image track in Learning Center

-Good writing and communication skills - press release formatting, compelling subject lines, storytelling skills

-High Rotary IQ

-Willing to make connections throughout CNY Rotary, communicating directly with clubs for information as needed

-Experience in media or public relations a plus

-Team player

-Comfortable being interviewed, including on camera, in response to club-related press releases (CNY Rotary interviews would be handled by the Public Image Chair)

CNY Rotary Public Image Roles & Responsibilities

Newsletter Editor

Term: 3 years

Committee Size: 1 person

-Chair person could serve as coverage for vacations, etc.

Estimated Time Commitment: 1-2 hours/week

-Would need to be able to edit and post stories as they are received from clubs and district leadership

Duties:

-Work with chair on strategy for soliciting articles from clubs and execute communications plan

-Set up a way for members to submit news (email, Google form, etc.)

-Receive, edit and post all submissions

-Act as member of Small Club Support team if they have graphic design skills

-Can either seek out articles or only process what is received?

Qualifications:

-Complete Public Image track in Learning Center

-Good writing and communication skills - press release formatting, compelling headlines, storytelling skills

-High Rotary IQ

-Willing to make connections throughout CNY Rotary, communicating directly with clubs for information as needed

-Experience in media or public relations a plus

-Team player

-Know how to use ClubRunner website building tools

Social Media Manager

Term: 3 years

Committee Size: 1 person

Estimated Time Commitment: 1-2 Hours per week

Duties:

-Tech support? Get social accounts connected, access on mobile phones for members

-Act as member of Small Club Support team if they have graphic design skills

-Manage CNY Rotary Facebook and Instagram pages, and any other future platforms the region decides to do

-Respond to messages that come through social media channels or direct questions/messages to appropriate person

-Create district wide events, boost posts in Facebook, et al

Qualifications:

-Experience with social media outlets, especially Facebook and Instagram, know how to 'boost' posts, create events

-Complete Public Image Training in Learning Center

-Good writing and communication skills - compelling headlines, storytelling skills

-High Rotary IQ

-Willing to make connections throughout CNY Rotary, communicating directly with clubs for information as needed

CNY Rotary Public Image Roles & Responsibilities

Webmaster

Term: 3 years

Committee Size: 1-2 people

- If Newsletter Editor needs support, will need second person on this committee
- Team can decide how to divide duties

Estimated Time Commitment: 1-2 hours/week

- including monthly 30-minute committee meeting

Duties:

- Manage content on website for all areas of district support in collaboration with committee chairs
- Archive content as needed
- Manage events calendar with both district and club functions
- Address technical issues to ensure positive user experience
- May need to work with Newsletter Editor to post content to Rotary News Network
- Will need to provide site traffic and analytics data reporting to chair (by request)
- Design graphics or collaborate with chair for what is needed on site

Qualifications:

- Know how to use ClubRunner website building tools
- Google Analytics (GA4) experience preferred
- Graphic design skills preferred

Small Club Support

Term: 3 years

Committee Size: 3 people

- to include Chair, Newsletter Editor or Social Media Manager, and one dedicated Small Club Support Officer

Estimated Time Commitment: 1-2 hours/week

- Will require upfront work to build out templates and graphics before spring 2024 (in time for District Training Assembly)
- including monthly 30-minute committee meeting

Duties:

- Attend monthly committee meeting
- Providing graphics work and branding support for small clubs
- Create bank of graphics and articles for posts that all clubs can use
- Design templates in Canva that can be shared or used by committee members in supporting club materials (rack card, business card, flyers)
- Ensuring some CNY Rotary posts make for good content on club pages (in coordination with Social Media Manager)
- Serve as a program or available for one-on-one training which would be required for clubs seeking graphic design support
- Be familiar with clubs with excellent branding to use as brand leaders

Qualifications:

- Canva and graphic design experience preferred
- Completes Public Image track in Learning Center
- Good writing and communication skills
- High Rotary IQ
- Willing to make connections throughout CNY Rotary, communicating directly with clubs for information as needed
- Experience in Rotary's Brand Center
- Team player
- Comfortable with presenting to clubs and club leadership teams about Rotary's brand