DISTRICT PI CHAIR

ROLE DESCRIPTION

YOUR ROLE

Your role as District Public Image Chair is to support clubs as they tell their Rotary stories. To provide trainings, tools and resources that support the Club PI Chairs in telling these stories.

We believe this boils down to... BE INSPIRATIONAL!

RESPONSIBILITIES

- Setting District Public Image Goals
- Ensure District logo and all District branding follows RI guidelines and are used properly and consistently
- Provide training for Clubs on Public Image
- Designing graphics, flyers, posters and other imagery needed by the District for its activities and events
- Promoting District campaigns (e.g End Polio campaign or Empowering Girls)
- Writing press releases and announcements for dissemination to the public
- Manage District's online & social media presence to ensure adequate and up-to-date information is always present and that consistent engagement is a priority

That doesn't mean the PI chair has to do ALL of that alone. As with any role in a Rotary club, others need to pitch in and help. The PI chair keeps an eye on the tasks in the above list and coordinates the work to get them done.

WHAT QUALIFICATIONS ARE NEEDED?

It's helpful if a public image chair and members of a public image team for a club have some experience in marketing, journalism, copywriting, digital media, etc. or at least have worked under and with a previous chair 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 spend some time helping where you can!
Here are some learning resources that may help too:

- ROTARY BRAND CENTER
- DISTRICT PUBLIC IMAGE RESOURCES
- ZONE PUBLIC IMAGE RESOURCES

TRAINING & EDUCATION & SUPPORT

TRAININGS AVAILABLE AT 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

LEADERS AVAILABLE TO SUPPORT YOU

--District Newsletter Editor
--District Webmaster
--District Social Media Manager
--District Content Creation Team
--Zone Public Image Team

Rotary
Zones 25B & 29