

Roles and Responsibilities for Zone 8 Regional Council Portfolio Committee Members:

Public Image and Partnerships

Position title:	Portfolio Committee Member, Public Image and Partnerships
Location:	N/A
Reports to:	Public Image and Partnerships Portfolio Lead
Date role commences:	1 March 2024 onwards

About the Regional Council

The **purpose** of the Regional Council is to implement a Zone-wide governance structure that will better support clubs to serve their communities, provide a rewarding membership experience, and grow their membership.

The Regional Council's **vision** is to significantly increase the reach and impact of Rotary and Rotaract in Zone 8.

The Regional Council has three mutually enforcing **outcomes**:

- Membership is growing with flourishing clubs and new club start-ups
- Rotary and Rotaract make a profound difference in our communities locally, regionally and across the world
- Rotary and Rotaract is known far and wide as a service organisation and partner of choice

The Regional Council has six key **outputs**:

- Enhanced focus on and support for new club start-ups
- Facilitation of larger scale projects through multi-club collaboration
- Implementation of new methods to provide more support to clubs and members
- Development of a unified voice for Rotary throughout Zone 8
- Diverse and effective Zone leadership
- Modern, integrated technology and streamlined administration

The Regional Council's initial **priorities** are:

- Membership – new club development and support of existing clubs
- Zone-wide Public Image
- Diversity Equity and Inclusion
- Interact

Position Description for Public Image and Partnerships Portfolio Lead

The role of the Public Image and Partnerships Portfolio Committee is to support their Portfolio Lead to achieve their goals and carry out their responsibilities, as outlined below:

Portfolio Lead Position Objective

A key objective of the Regionalisation Pilot Project is to work at scale with governments, large corporates and philanthropic trusts across Zone 8. With the Regional Council acting as a united voice and single point of contact for the entire region, it will serve as a conduit for projects of scale for all levels of Rotary. National partnerships will help to improve Rotary's brand awareness and relevance and generate more media coverage, making us more visible and appealing for other large organisations to work with.

The Regional Council Portfolio Lead for Public Image and Partnerships will amplify Rotary's profile while helping to develop initiatives aligned with the regionalization objectives. The Portfolio Lead has the responsibility to:

- Establish connections and meet with the Government officials of the day in Australia, NZ and Pacific region to ensure that our voice is heard across the region
- Identify and bring on board strategic partners for expertise, delivery and investment
- Lead the Regional Council's strategies and programs to establish, manage and maintain Government relationships with Rotary and Rotaract communities in each country across the region
- Develop and implement an effective communications and marketing strategy across the Zone and within each country

The Portfolio Lead must understand the diverse range of cultures and communities across the Zone, and to ensure Regional Council strategies and programs recognise and embrace these differences.

The Portfolio Lead, assisted by a Portfolio Committee, will develop projects and programs for presentation to the Regional Council, and will assist with the development of strategic improvements in Rotary and Rotaract engagement across the region.

The Portfolio Lead will undertake monitoring to ensure Rotary programs and strategies are consistent and aligned to the Regional Council's vision.

The Portfolio Lead may be required to represent the Regional Council at Public Events.

The Portfolio Lead will ensure Rotary & Rotaract Clubs in Zone 8 are well educated and knowledgeable about the nature and range of communications strategies being promoted by the Regional Council.

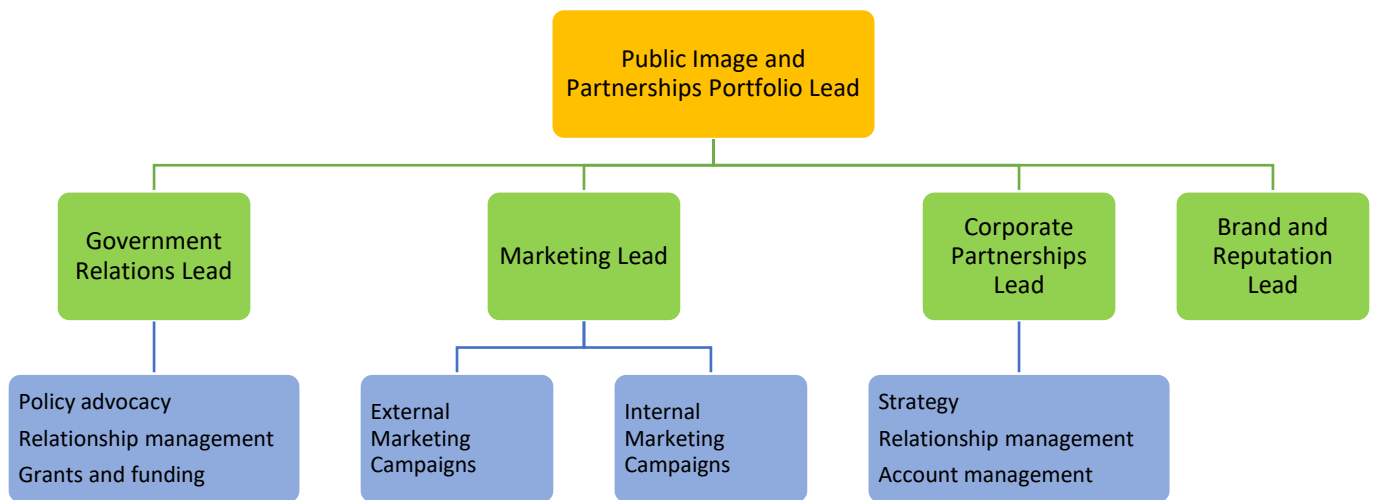
The Portfolio Lead will also ensure that the collective voices of those managing Rotary and Rotaract communications and engagement are communicated to and considered by the Regional Council.

Portfolio Lead Key Responsibilities

1. Work with Rotary and Rotaract communities to identify and develop opportunities for engagement in the Zone.
2. Communicate effectively including articulating ideas clearly and respectfully, actively engaging in dialogue, and facilitating conversations as required
3. Provide the Council with accurate, reliable, and timely data to enable Regional Council members to make sound policy and financial decisions.
4. Manage and report on all communications related finance activities, as agreed in a timely manner ensuring compliance and reporting requirements are completed on time as per Rotary International guidelines adhering to all agreed RI Policies.
5. Provide guidance and support to all operational and volunteer teams within Zone 8 on strategic communications and engagement.
6. Attend and/or facilitate PR& Partnership learning activities at annual Community Leader training forums.
7. Chair a committee to support the Rotary and Rotaract club network with knowledge and information so that clubs can effectively tell stories about their community impact, manage media enquiries, have a robust social media presence, promote regional campaigns through their local communities and make effective use of the Rotary Brand Centre.
8. Build and maintain a positive image of Rotary (internally and externally).
9. Organise and execute PR activities and ensure effective communication with stakeholders, media and the public.
10. Address inquiries from external third parties.
11. Monitor and manage any Public Image issues and respond as required with strategic communication.
12. Track industry trends - and keep up with media conversations – to better tailor communication strategies.

DRAFT organisational chart for Public Image and Partnerships Portfolio

Note: The following is a draft organisational chart that is current as of 2 February 2024, and is subject to change as the objectives and scope of each Portfolio Committee is further developed.



DRAFT Public Image and Partnerships Portfolio Committee Terms of Reference

Note: The following draft Terms of Reference are current as of 2 February 2024, and are subject to change as the objectives and scope of each Portfolio Committee is further developed with input from Portfolio Committee Members.

Status

Appointed by the Director for Public Image & Partnerships who may appoint an Alternate Director to manage the Committee and represent the Committee at Board meetings, as required.

Purpose

The responsibility of the Public Image & Partnerships Committee is “to significantly increase the reach and impact of Rotary and Rotaract in Australia, New Zealand and the Pacific Islands.” Through this new model we seek to:

- Provide greater consistency and continuity of strategy across the zone.
- Enable a single point of contact for external parties seeking partnerships.
- Build a stronger, unified Rotary image and brand across the region.
- Improve efficiency to reduce duplication and costs to members and indeed to RI.
- Create attractive and diverse leadership and development opportunities.

Taken together, a new Governance approach will ensure we are able to provide greater support to clubs and members – to meet the goals of Rotary’s action plan, whilst providing more meaningful and rewarding club experiences for members.

Committee Tasks

- Develop the marketing narratives for:
 - Members
 - Prospective Members/Public
 - Government

- Media
- Corporate Sector
- Develop one Rotary website for the Zone to promote Rotary and provide the best user experience for members & clubs
- Organise and execute public relations and promotional activities and ensure effective communication with stakeholders, media and the public.
- Develop a wide range of partnerships to support and promote Rotary

Meeting Frequency

At least quarterly and as required

Reporting To

Regional Council through the Public Image & Partnerships Lead

Finance and Audit

Managed through Regional Council Treasurer and the Finance & Audit Committee