



Club Marketing Chairperson Role Description

The responsibilities for this position* may include:

- (a) Develop and implement an annual marketing plan in collaboration with the club membership chair. The plan should consider internal and external audiences, including club members, social media news media, supporters/sponsors and potential new members.
- (b) Collaborate directly with the Global Action Team to stay connected to all membership, leadership, and service programs, projects, and events.
- (c) Understand global brand guidelines and support proper use of brand materials in club events and service projects.
- (d) Promote the work of the club on social media. Develop a social media post calendar to follow club service, community involvement, and membership activities.
- (e) Work closely with the club membership chairperson to target and reach out to new potential club members.
- (f) Develop club marketing and public relations talking points for club members. Use word of mouth marketing tactics to promote the club and recruit new members.
- (g) Working with club leadership, submit marketing award application for consideration for the Lions International Marketing Award.
- (h) Motivate members to be brand ambassadors. Encourage members to take photos, share on social media, wear brand apparel, and share Lions messages during community involvement opportunities.
- (i) Publicize club activities, including service projects, fundraisers, donations, Lions Clubs International sponsored contests and other newsworthy accomplishments both internally and externally via the news media, social media, and other effective means.
- (j) Assist the club president in communicating information from the district, multiple district and international headquarters with the club members.
- (k) Attend the district governor's advisory committee meeting of the zone in which this club is located when appropriate.
- (l) Participate in meetings held by the district marketing chairperson.

**Description taken from Section 9 of the International Association of Lions Clubs Standard Club Constitution and By-Laws*