

Regional Council Portfolio Lead – Membership Position Description

Position title	Portfolio Lead – Membership
Location	n/a
Reports to	Regional Council Chair
Date	1 January 2024

About the Regionalisation Pilot

The Regionalisation Pilot Vision 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.

Position objective

A key objective of the Regionalisation Pilot Project is to strengthen membership attraction and retention while creating more positive membership experiences and enhancing member engagement.

The Regional Council Portfolio Lead for Membership, assisted by a Portfolio Committee, has the responsibility to:

- Develop strategies for increased engagement and participation in Rotary across the region, including identifying opportunities for building a membership pipeline;
- Develop and implement plans and initiatives for strategic membership growth, and the development of Club capabilities;
- Identify opportunities for the formation of new Clubs and new membership product across the region.

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 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 as required, both internally and externally.

The Portfolio Lead will ensure Rotary & Rotaract Clubs in Zone 8 are well informed about the Regional Council’s strategies for improving membership in the region.

Key Responsibilities

1. Work with Rotary and Rotaract communities to identify and develop opportunities for:
 - a. increasing membership attraction in the Zone
 - b. increasing membership retention in the Zone
 - c. developing and supporting new and different club types and models, including satellite clubs in the Zone
 - d. promoting strategies for diversity, equity and inclusion in Rotary and Rotaract membership, with a focus on improving under-represented demographical groups
 - e. ensuring effective handling of Rotary Membership Leads to reduce lost opportunities for new members
2. Provide Council with accurate, reliable, and timely membership data to enable Regional Council members to make sound policy and financial decisions.
3. Manage and report on the financial aspects of membership programs and strategies, 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
4. Provide membership guidance and support to all operational and volunteer teams within Zone 8
5. Attend and/or facilitate Membership Attraction / Retention and New Club Development learning activities at annual Community Leader training forums.
6. Chair a committee to support the Rotary and Rotaract club network with knowledge and information to develop vibrant clubs within their local communities, that are attractive to new and existing members.
7. Collaborate with all other Portfolio Leads to maximize all opportunities to promote and grow Rotary across Zone 8.

Person specification

A Rotarian or Rotaractor from a club in Zone 8 in good standing, with high levels of ethics and integrity.

Be eligible for appointment as a Company Director under Australian Corporations law.

Experience:

Has expertise and experience or a relevant background to focus on leading the Regional Council's efforts on the development of strategic plans and programs to improve membership attraction and retention across Zone 8.

Has experience in development of new clubs and satellite clubs in targeted membership growth areas and demographics.

Demonstrates extensive relationship skills and experience which will facilitate effective working relationships with Rotarians, Rotaractors and external partners at all levels across the Zone.

Can identify key areas requiring change and recommend sustainable solutions.

Has the initiative and capability to drive support for strategic Rotary and Rotaract membership projects and programs.

Skills

Excellent leadership and Influencing skills.

Well-developed people skills, has an inclusive working style, with experience and knowledge from working in diverse environments with the ability to manage conflict resolution if

required.

The ability to work effectively with people from diverse cultures and backgrounds, value different perspectives, and leverage the strengths of a diverse group.

Effective communication skills, both written and oral.

Proven ability to plan, develop, implement, and evaluate strategic objectives including risk management and uncertainties.

Qualifications

Relevant experience that clearly demonstrates the ability to engage, develop, and deliver Regional Council strategies for increasing membership in the region.

Selection Criteria & Application Portfolio Lead – Membership

Your Application

It is important that within your application you highlight how you meet the selection criteria and how your experience and skillset would enhance you as an applicant for the role described in the Position Description. In addressing the criteria:

- Give examples where as a director / committee member you have led initiatives that shows effective, innovative, and inspirational leadership.
- Describe your capacity to meet the needs of the role working alongside others in collaboration, as a leader and as a peer.

Please also provide a background CV with relevant educational and professional experience.

Your Role and Experience

- As a Rotarian or Rotaractor you have been within Rotary for no less than 4 years and are supported by your Club President as a member of good standing.
- You have a willingness to serve in a voluntary capacity as Portfolio Lead – Membership for two years and with the opportunity to stand for election within the role for a further two years.
- You have the experience and ability to develop and promote strategies and programs to identify and implement opportunities to attract and retain members of Rotary and Rotaract across the region, bearing in mind the range of communities, cultures and languages in the Zone.
- You have held a board/committee position at Club or District level.

Your Abilities

- You are able to lead and influence a group of volunteers to achieve the direction and outcomes identified in the area of Rotary and Rotaract membership
- You have skills or experience which demonstrate your ability to plan, develop, implement and evaluate strategic objectives including appropriate risk management and uncertainties.

You can Successfully

- Lead the development of policies and programs to promote the attraction and retention of members of Rotary and Rotaract in Zone 8, promote these and monitor take-up
- Ensure Rotary & Rotaract Clubs in Zone 8 are well educated and knowledgeable about the Regional Council's goals in relation to Membership
- Support the management of resources (including budgeting) as required