



Regional Council Portfolio Lead – Public Image and Partnerships

Position Description

Position title	Portfolio Lead – Public Image and Partnerships
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 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.

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.

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 relationships and Government relations across Zone 8.

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.

Experience in reviewing programs and identifying new opportunities for broader engagement.

Has the initiative and capability to drive effective support for strategic Rotary, Rotary Foundation and Rotaract projects and programs.

Knowledge and understanding of the role of the Regional Council, and the relationship between the Regional Council and the Portfolio Lead's area of responsibility.

Skills

Can identify and inspire new groups and audiences to join with and support Rotary in the region.

Excellent leadership and Influencing skills.

Well-developed people skills, embracing collaboration and teamwork to build diverse and inclusive environments, and with the ability to manage conflict resolution.

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.

Ability to achieve meaningful change and foster inclusivity and success.

Appreciation of the issues and challenges likely to be faced by Rotary across Zone 8, including the many cultural and linguistic communities in the Zone 8 Region

Qualifications

Relevant experience that clearly demonstrates the ability to engage, develop, and deliver Regional Council strategies for engagement, communications and government relations.

Proven performance in public relations, marketing, advertising, media relations, or brand awareness and development.

Selection Criteria Portfolio Lead – Public Image and Partnerships

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 – Public Image and Partnerships for two years and with the opportunity to stand for election within the role for a further two years.
- You have the experience and capacity to develop and oversee programs to establish, maintain and manage key relationships with strategic partners, governments and other relevant bodies in each country across the Zone 8 region.
- 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 Regional Council's goals and objectives in the area of strategic partnerships and engagement across the Zone
- You have a background or experience in effective communication of differing messages to a wide range of governments and strategic partners, bearing in mind the range of cultural and linguistic differences across the region
- You have skills or experience from your business or professional background that enhance your ability to achieve the outcomes of this role.

You can Successfully

- Lead the development and oversight of programs and strategies to enhance Rotary's engagement with strategic partners, governments and other relevant bodies across the Zone
- Build and maintain a positive image of Rotary and Rotaract across the Zone, and monitor and manage any public image issues and respond as and where required
- Ensure Rotary & Rotaract Clubs in Zone 8 are well educated and knowledgeable about the Regional Council's goals in relation to strategic partnerships, public relations and other relevant activities across the region
- Support the management of resources (including budgeting) as required