

## **Rotary District 7610 Area Public Image Advisor**

### Job Description

**Purpose:** Assist the Assistant Governor and the District Public Image Chair in helping the clubs achieve their goals and objectives related to public image.

**Qualifications:** The individual who holds this position should be an active Rotarian in District 7610 who has shown outstanding leadership; a motivational leader with organizational and administrative abilities who will serve with the Assistant Governor (AG) as a member of the “AG Team” focused on supporting the AG and clubs in the area of public image.

#### **Duties and Responsibilities -- Include but are not limited to:**

- ❖ Become familiar with public image principles and techniques;
- ❖ Assist the District Governor, Assistant Governor and District Public Image Chair to help clubs achieve their goals and objectives;
- ❖ Visit clubs in assigned area frequently but not less than once per quarter;
- ❖ Establish a relationship with club public image chairs;
- ❖ Encourage club Public Image Chairs to participate in all district training;
- ❖ Analyze the public image status in each of the area clubs and assist in the determination of how best to allocate resources;
- ❖ Monitor the public image activities of the clubs that are doing well and proactively reaching out to those clubs who need assistance;
- ❖ Assist club Public Image Chairs in accessing public image resources available at the district and at Rotary International and promoting the use of available resources;
- ❖ Be responsive in a timely manner to requests for assistance from clubs;
- ❖ Share public image success stories with clubs;
- ❖ Advise the District Governor, District Public Image Chair and Assistant Governor of any anomalies, both positive and negative;
- ❖ Attend/participate in district meetings and training seminars as required;

- ❖ Prepare and present written reports of public image activities to the Assistant Governor as required, but not less than once per quarter;
- ❖ Coordinate with the Assistant Governor and District Public Image Chair as appropriate.
- ❖ Be a liaison between the District Public Image Chair, public image committees, area club leaders and appropriate club committee chairpersons as required.