



## District Marketing Chairperson Role Description

The responsibilities for this position\* may include:

- (a) Work with the district team to identify and support opportunities for marketing large- scale events, programs, and initiatives.
- (b) Collaborate directly with the district Global Membership Coordinator to direct any membership leads that come through marketing channels to appropriate clubs.
- (c) Support the district governor and district Global Action Team with marketing and publicity guidance.
- (d) Review club submissions for the Lions International Marketing Award with the district governor.
- (e) Support district funding opportunities.
- (f) Manage district social media channels and websites, either directly or through an established district marketing committee.
- (g) Maintain a full understanding of the Global Brand Guidelines.
  - a. Champion appropriate and consistent use of global brand assets in all district activities.
  - b. Support use of approved brand templates for story and publicity development.
- (h) Encourage clubs to fill the role of the club marketing chairperson.
  - a. Ensure consistent support for the club marketing chair, holding meetings, trainings, and providing marketing guidance and best practices.
- (i) Promote the good works and newsworthy stories of LCI and LCIF to Lions and members of the media, through social media channels, and to external audiences.

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