Marketing Chairperson Roles and Responsibilities

This role typically is served from the conclusion of previous district convention through conclusion of the convention they were elected for. Additional time may be necessary to transition to the next year's marketing chairperson.

Overview: The Marketing Chairperson is responsible for promoting the convention to the Lions of the district through all available channels both at the district and club level. Works with the Convention Planning Team to promote the convention, including key-note speakers, seminar presenters and programs, social events and recognition. Also responsible for local venue public press coverage and coordinates with club promotion chairpersons for local club press coverage.

- Recruits team members to help with marketing the event(s).

- Coordinates district wide promotion of the convention (i.e. newsletter, social media, etc.)

- Ensures project deadlines are being met.

- Works with incoming host committee to promote the convention at the prior year's convention.

- Prepares convention promotion (i.e. announcements, postings, flyers, etc.) in collaboration with the Convention Team.

- Develops online promotion of district convention, including links and posts to the district website. Reach out to the district governor on who to work with for access to the website.

- Works with local media to promote and highlight the convention.

- Works with the district governor, program coordinator and convention chairperson to design the convention program book and related materials.

- Works with the district governor and host committee chairperson to identify promotional gift items, sponsorship opportunities, ordering of convention bags and ensures proper delivery.

- Works with the finance chairperson to ensure spending is within the allocated budget.

- Submits marketing updates to be included in the final committee report for the convention chairperson.

- Oversees convention event signage preparations and execution while working with the convention team.