

Community Engagement Chairperson

(Formerly Youth Conversion Officer)

POSITION STATEMENT

Background

The Community Engagement Chairperson is responsible to the Global Membership Team Coordinator

The Community Engagement Chairperson is appointed by Lions Australia on recommendation of the Nominations Committee and by agreement of the Council of Governors.

The period of the appointment is generally for 3 years.

Responsibilities:

Responsible to the Global Membership Team Coordinator and the Multiple District 201 Council of Governors to:

- Build a strong network of supporters for Lions Australia, drawing from past Leo Program, Youth of the Year Program and Youth Exchange Program participants, friends and supporters.
- To maintain contact with this group through social media and promoting a limited range of events.
- By developing a supportive online community, create a catchment of interested, engaged and youthful Australians receptive to recruitment into Lions Clubs, at the appropriate time.

Duties

- Communicate positively and frequently with the target group through social media.
- To develop a community of interest for alumni of youth programs, friends and supporters of Lions.
- To establish a "Safari Network" Facebook page, (or other name or platform as agreed by the Executive Officer)
- To work with the various Chairpersons for Youth of the Year, Leos and Youth Exchange to ensure that publicity for these programs each year includes an invitation to members, and past members, to participate in the Safari Network.
- To communicate opportunities for the members to be involved in Lions activities, in particular:
 - Provide links to the online edition of "The Lion"
 - Encourage participation in the Annual Lions Celebration Day
 - Encourage attendance at appropriate events at the Multiple District Convention.
- To connect members, on a period basis, to suitable activities and discussions on official Lions Australia social media sites.

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- To regularly encourage members to consider joining their local Lions Club
- To report to each Council meeting, the level of activity in the group and number of members.
- To report to Council in April 2017 on the performance of the project and any recommendations for change.

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PERSON PROFILE

The Community Engagement Chairperson should possess the following experience, skills and personal attributes:

Experience

- A sound knowledge of the Youth of the Year, Leo and Youth Exchange Programs as conducted within MD201.
- Experience in developing and conducting promotional programs.
- Demonstrated experience in motivating and inspiring others to deliver outcomes.
- Good experience in using social media to promote clubs, programs or activities.
- A sound knowledge and ability to use of the various forms of electronic communication.
- Experience and skills in using electronic media to engage with stakeholders.

Skills

- The successful applicant will be a highly skilled communicator. They will enjoy connecting with others through writing, speaking and sharing information.
- Strong skills in using social media and blogs to communicate.
- The ability to motivate and inspire others.
- The ability to connect with and engage with young people as partners in developing an alumni and support network
- Strong conceptual skills in building and maintaining extended networks.

Personal Attributes

- Recognised leadership qualities with high personal integrity.
- Self-motivated person.
- Capability of working with a range of people
- A good sense of humour and an optimistic approach.
- Understanding of interpersonal relationships and willingness to resolve conflicts, take initiatives and implement decisions.
- Respect for others.

TABLE OF REVISIONS

Rev #	Clause	Description of Change
1.0		New procedure documented
2.0		Major Revision prior to readvertising
3.0		Reconfigured the position from Youth Conversion to Community Connections.

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