

# MD 201 Marketing Committee National Coordinator

## BACKGROUND

The Marketing National Coordinator is a member of the Management Group.

The Marketing National Coordinator is appointed by the Council of Governors on recommendation of the Nominations Committee.

The period of the appointment is for 4 years.

## POSITION STATEMENT

### Responsibilities

- To coordinate Marketing Programs as directed by the Multiple District Council.
- To report to the Multiple District Council on the performance of the Marketing Program generally, and on related matters within the Multiple District Strategic Plan. (The Roadmap)
- To improve communication between the Multiple District and Districts about the Marketing Programs.
- To work with the National Treasurer to manage the Marketing Program budget allocation.
- To assist Districts to promote Multiple District Marketing Programs.
- To manage the Lions Cakes and Lions Mints Programs.

### Duties

Control suppliers by:

- Building relationships with suppliers of Lions Mints, Lions Cakes, their agents and contractors.
- Ensuring that the requirements of all contracts within the area of responsibility are met, and that non-compliance is identified and acted on.
- Communicating the outcome of negotiations and arrangements with suppliers, to Multiple District personnel that are delivering the programs.
- Convening and chair meetings of committees within the portfolio whenever the need arises or at the request of the MD Council Chairman.

Support marketing committees by:

- Ensuring that the Subcommittees of each project communicate regularly for the project to be conducted efficiently and effectively.

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- Arranging for proper minutes of Committee meetings and component Sub-Committee meetings to be taken and distributed in accordance with MD 201 Council policy.
- Maintaining Position Statements and Person Profiles for members of the Marketing Committee and its component Sub-Committees.
- Regularly reviewing the performance of each Committee, and to take any necessary action to ensure that the component Sub-Committees are functioning effectively.

•Support the Council by:

- Ensuring that budgets for the Committee and all component Sub-Committees are properly prepared and to submit all budgets and accounts to the Council, in accordance with Council policy.
- Reporting to each Council Meeting on all projects which are under the auspices of the Committee, and to attend all MD 201 Council Meetings that are held in Australia.
- Implementing Council resolutions.
- Submitting an annual report on all relevant projects for inclusion in the MD 201 Convention reports.

## Structure

The Marketing National Coordinator is supervised by the Executive Officer and is a member of the Multiple District Management Group.

## Attendance

The National Coordinator is required to attend the following meetings and events.

- National Convention
- Meetings of the Multiple District Management Group
- Council meetings, including all Standing Committees
- Conduct meetings by teleconferencing whenever possible.

Travel and accommodation expenses for approved meetings are covered by the Multiple District.

## Experience, Skills & Personal Qualities

- Experience managing and negotiating tenders, contracts and other formal agreements.
- Ability to manage sensitively, relationships with Suppliers, Government Governors, Management Group, Multiple District, District personnel and members of the Committees managed by the portfolio.
- Experience in organising and supervising major marketing projects.
- Experience in or knowledge of marketing techniques and principles.
- Excellent negotiation and relationship management skills.

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- Possess excellent computing skills and electronic communications expertise.
- Experience in delivering public presentations.
- An organised approach and experience in setting and meeting deadlines.
- Ability to manage sensitively, relationships with Governors, Management Group, Multiple District, District personnel and members of the Leadership Committee.

## Committees & Program Responsibilities

- Lions Cake & Mint Committee
- Australian Lions Drug Awareness Foundation
- Australian Lions Foundation
- Lions Hearing Dogs
- Letters to Father Christmas
- Lions Clubs International Foundation
- Lions Quest
- Lions Recycle for Sight

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