

Lions Product Development Committee member

POSITION STATEMENT

Responsibilities

The Product Development Committee member is responsible to the Product Development Committee Chairperson, for identifying, developing, and recommending potential products that may be used for Club fundraising or for sale to Lions Clubs.

Duties

1. To identify potential products suitable for club fundraising or for use by clubs in project work.
2. To develop analyse and assess candidate products for commercial viability considering:
 - 2.1. Commercial risks
 - 2.2. Marketability
 - 2.3. Compatibility with Lions humanitarian objectives.
3. Through the Committee Chairperson, recommend potential products to the Fundraising and Partnerships Coordinator.
4. Attend meetings of the Product Development Committee as requested, and to report, in writing, to the Product Development Chairperson twenty-one (21) days prior to each Product Development Committee meeting.

Note: Meetings will generally be held by videoconference.

Accountability and Decision-making

Decisions on products suitable for Club Fundraising, will be made by the Council based on recommendations from the Committee. In most circumstances such decisions will be referred to the Multiple District Convention.

Decisions on products for sale to clubs through the MD201 Clubs Supplies store will be made by the Finance and Operations Manager in consultation with the Executive Officer, Club Supplies Officer and National Treasurer.

Revision No.	1.0	Relates to:	Product Development
Revision Date	March 2021	Applies to	Position Holder
Author	Rob Oerlemans	Authorised by	Council

PERSON PROFILE

Experience

- Product development
- Sales and Marketing
- Commercial
- A good understanding of current fundraising programs, club supplies and the operation of a Lions Club

Skills

- Creativity and curiosity within the field product sales and marketing.
- Knowledge and ability in the field of marketing and sales.
- Teamwork
- Resilience.
- Strong analytical skills, particular with respect to sales and marketing.

Personal Attributes

- An optimistic approach.
- Capable of working with a range of people and willingness to listen to and communicate with members of the Committee.
- A personality which will foster and maintain harmony.

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