

Membership Team Club Support and Rebuilding Coach

Responsibilities

The position holder is responsible for coaching District membership leaders to build and maintain existing clubs to retain members.

The position supports the fundamental principle of the Big Audacious Mission, adopted by the MD201 Council, that the key to long-term membership growth is the establishment of new clubs.

The position holder achieves this goal through an excellent understanding of conflict resolution processes, knowledge of the rules and guidelines of Lions Clubs International, and through a supportive and positive approach.

Duties

1. **Club Rebuilding Strategy:**
 - a. Develops, maintains and executes an annual club rebuilding strategy to contribute to the MD201 Membership Strategy.
 - b. Recommends to Council appropriate goals and performance indicators to embed in the strategy.
 - c. Reports to Council at each meeting, performance against the goals.
 - d. Recommend strategies to Council to incentivise club rebuilding through rewards and recognition.
2. **Monitor and Report:**
 - a. With the Membership Resource Officer, monitors 'at-risk' clubs and reports these to Council and Districts.
3. **Support and Guidance:**
 - a. Through a strong understanding of the dynamics of Lions Clubs, supports District to identify 'at-risk' clubs and highlight these to Districts.
 - b. As part of the strategy, identify clubs that cannot be rebuilt and work with the New Club Building Coach to establish successor clubs.
 - c. Support Districts with clear information about Lions Clubs guidelines and processes to support club rebuilding.
 - d. Identifies strategies and shares strategies to manage conflict and negative behaviors that lead to membership loss.
4. **Communication and Coordination:**
 - a. Communicates with the MD201 Council and District regarding programs and strategies to rebuild clubs through the Membership Resource Officer.
 - b. Ensures that changes in policy, strategies and processes supporting new club development are communicated to each District.

Position Statement

5. Training and Support:

- a. Contributes to training opportunities arranged by the membership team, particularly with a focus on retention.
- b. As part of the membership team, contributes to seminars, events, and projects related to MISSION 1.5 and the Big Audacious Mission as directed.

Reporting

The Club Support and Resource Officer reports to the Council through the Global Membership Team Coordinator.

PERSON PROFILE

A Lion appointed to carry out the duties of State Coordinator should possess the following experience, skills and attributes:

Experience

- Direct experience in rebuilding Lions Clubs and/or Club Branches.
- Experience in supporting membership programs at club, district and/or Multiple District level.
- Experience in conflict resolution management in a related environment.
- Sound knowledge of Lions Clubs International (LCI) Membership guidelines and processes.

Skills

- Developing and delivering training materials.
- Excellent business writing skills.
- Highly developed conflict management and teamwork skills.
- The ability to use digital technology to conduct meetings, manage a personal diary, and communicate with others.
- Good computer skills and the ability to use e-mail, word processing software, social media and web-based software to communicate with stakeholders and manage the program.

Personal Attributes

- Recognised leadership qualities with high personal integrity.
- Self-motivated person with the capability of working with a range of people and willingness to involve other members of the committee.
- Interest in developing programs and strategies which will enhance the future of Lions.
- An understanding of interpersonal relationships and a willingness to resolve conflicts, take decisions and implement those decisions.
- An optimistic attitude and a friendly approach.

Revision No.	3.0	Relates to:	Human Resources
Revision Date	21 Nov 2024	Applies to	Position Holder
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Position Statement

