

Membership Team Development Officer – Lions Alumni and Supporters Clubs

Background

Lions Australia recognises that some members leave their Lions Club, and others find it difficult to join due to a variety of factors. This includes:

- Physical incapacity
- Competing demands from family and employment
- Caring responsibilities

These individuals may wish to transfer their membership to a club with less onerous participation requirements. This transfer may be temporary or permanent.

The proposal is to establish in each District, a Lions Alumni and Supporters Club to provide this opportunity.

While having less onerous participation requirements, these clubs will remain a true Lions Club in form, requiring the payment of dues and having a signature service project.

It is likely that such clubs will meet predominantly by video-conference and establish a service project that can be managed remotely.

Responsibilities

The position holder is responsible for assisting District Governors to develop and implement model Lions Alumni and Supporters Clubs.

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.

Duties

1. **Consultation**
 - o Consult with District Governors to identify District that are motivated to establish and maintain Lions Alumni and Supporters Clubs.
2. **Operational Manual**
 - o Review Lions International rules and guidelines for the establishment of remote clubs, including the ability to operate as a digital (cyber) club.
 - o Develop a concise and accurate operational model to assist Districts to establish Alumni and Supporters Clubs.
 - o Develop a budget model for such clubs noting that members will pay dues and the club needs resources to establish a signature project.

Position Statement

- Develop E-brochures and promotional materials to explain the club model to prospective members.
 - Net club growth
 - Net membership growth
 - Demographic diversity including age and gender profile
 - Geographic distribution of clubs.
 - Clubs at risk of closure and Districts in transition
 - Change in metrics over time.
 - Progress of the Big Audacious Mission.
 - Reports to MD201 and each District on a monthly basis, performance against metrics.
 - Reports to Council at each meeting, performance against the goals
- 3. Implementation:**
- Support, train and assist Districts to implement the model.
- 4. Reporting**
- Report to each Council meeting regarding the progress of the project through the Membership National Coordinator.
 - Report to Council at the appropriate time when the project is complete. Note: The project is complete when all interested Districts have established such a club.

Reporting

The Development Officer – Lions Alumni and Supporters Clubs.

PERSON PROFILE

Experience

- Experience in establishing Lions Clubs or Club Branches.
- Experience in communicating with Lions Officers at senior levels
- Project Management experience.

Skills

- High level writing skills particularly using digital media.
- Excellent organisation skills.
- Communication skills using e-mail, social media, and desktop publishing.
- 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, and strong ability to use the Lions portal

Personal Attributes

- Demonstrated commitment to the goals of the Big Audacious Mission.

Position Statement

- Recognised leadership qualities with high personal integrity.
- Self-motivated person with the capability of working with a range of people with a collaborative approach.
- 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.

NOTE: This is not a continuing position. The position will terminate when the opportunity to establish further Alumni and Supporters Clubs is exhausted.

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