

## Membership Team New Club Building Coach (GET)

### Responsibilities

The position holder is responsible for coaching District membership leaders to establish new 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.

The position holder achieves this goal through an excellent understanding of the new club development process, knowledge of the rules and guidelines of Lions Clubs International, and through a supportive and positive approach.

### Duties

1. **New Club Strategy:**
  - Develops, maintains and executes an annual membership growth strategy for MD201.
  - Recommends to Council appropriate goals and performance indicators to embed in the strategy.
  - Reports to Council at each meeting, performance against the goals
2. **Engage and Motivate:**
  - Supports and encourages Districts to establish new clubs in 'greenfields' sites and replacement clubs where existing clubs are declining.
  - Supports and encourages Districts to develop specialty clubs that are inclusive,
3. **Monitor and Report:**
  - With the Membership Resource Officer, monitors progress in new club and club branch formation and reports this to Council.
4. **Communication:**
  - Communicates with the MD201 Council and District regarding programs and strategies for new club development through the Membership Resource Officer.
  - Ensures that changes in policy, strategies and processes supporting new club development are communicated to each District.
5. **Training and Support:**
  - Contributes to training opportunities arranged by the membership team, particularly with a focus on new club development.
  - As part of the membership team, contributes to seminars, events, and projects related to MISSION 1.5 and the Big Audacious Mission as directed
6. **Administrative Duties:**
  - Supports the establishment of new clubs by reviewing and submitting new club applications on behalf of Districts.

# Position Statement

## Reporting

The New Club Building Coach reports to the Council through the Global Membership Team Coordinator.

## PERSON PROFILE

### Experience

- Direct experience in establishing new Clubs and/or Club Branches.
- Experience in supporting membership programs at club, district and/or Multiple District level.
- Experience in conducting training, coaching and mentoring in a team environment.

### Skills

- Public speaking.
- Developing and delivering training materials.
- Excellent business writing 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 a 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.

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