

## MD Club Building Specialist

### Responsibilities

The position holder is responsible for working with District GET Coordinators to establish new Lions Clubs throughout Australia.

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.

Club Building Specialist are part of the Multiple District Extension Committee.

### The Multiple District Global Extension Team

Council has established and resourced a Multiple District Global Extension team lead by the position holder that will include four Club Building Specialists. These Club Building Specialists will support District to build new clubs, consistent with the Multiple District Big Audacious Mission and Mission 1.5.

The four new positions will initially cover the following areas.

Position 1 – Q Districts

Position 2 – N Districts

Position 3 – V and T Districts

Position 4 – C and WA Districts

See the Club Building Specialist Position Statement

To support the work of the MD Global Extension Team, the Multiple District has made available a suite of financial resources and incentives for three years including:

- a. Financial support for District Club Building Workshops.
- b. Travel and accommodation subsidies to workshops and meetings to establish clubs in towns throughout Australia.
- c. Financial incentives to new clubs to assist with their establishment and growth.

Information about these incentives is currently being developed.

### Field work responsibilities

The Club Building Specialist must have the capacity to work with District GET Coordinators in the field to establish new clubs. The District has the primary responsibility to support the proposed club, through the development stage, to charter and beyond. The Club Building Specialist is expected to engage in some field work to train and support the Coordinators and to model the best approaches to achieve success, noting the sales skills at the conclusion of this statement.

# Position Statement

## Duties

1. **Leadership:** The Club Building Specialist reports to the Global Extension Team Coordinator/GET MD Coordinator and whilst in the pertaining district, liaises with the district governor.
2. **New Club Strategy:**
  - Assist with the development and execution of the annual membership growth strategy, re new clubs, for MD201.
  - Reports to Council, through the Global Extension Team Coordinator; performance against goals, and feedback in terms of what is working well, or not working well.
  - Follows the principles of the 4-stream New Club Development Strategy.
  - Understand the Global Membership Approach (GMA) for the district you are supporting.
3. **Engage and Motivate:**
  - Helps districts to establish new clubs in 'Greenfields' and new sites. Also assist in building specialty clubs including cultural clubs, campus club, digital and Leo-Lion clubs.
  - Attends and contributes to at least one New Club Development Workshop.
4. **Monitor and Report:**
  - Monitors progress of the stages of a new club and report to GET National Coordinator monthly.
5. **Communication:**
  - Liaise closely with the Global Extension District (GET) Coordinator and district building team when building new clubs in the pertaining district.
6. **Training and Support:**
  - Ensure familiarity with the new club goals of the district.
  - Understand the LCI rules of being a Lions Club and able to access pertinent board policy, fee structures and membership and club rules.
  - Understand and follow the LCI New Club Development Process.
  - Be able to assist in the field work of bringing potential new members to the new club.
  - Attend Guiding Lion training and understand the obligations of the Certified Guiding Lion process.
  - Become skilled in organising information and organisation meetings
  - Have a knowledge of state legal obligations when opening a new club. (Ie Incorporation, banking laws, child safe policy obligations).
7. **Administrative Duties:**
  - Assists districts with submission of new club applications, as well as submission of expenditure returns and rebate forms, to LCI, MD and District.

## Reporting

The Club Building Specialists report to the Global Action Team Area Leader through the Global Extension Team Coordinator.

# Position Statement

## PERSON PROFILE

### Experience

- Direct experience in establishing new Clubs and/or Club Branches.
- Experience in conducting training, coaching, and mentoring in a team environment.

### Skills

- The position in essence is a sales position, with the ability to connect with potential members. These skills are summarised overleaf.
- Excellent 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. Ability to use the Microsoft SharePoint platform and the Lions International Portal is essential.
- The ability to use digital technology to conduct meetings, manage a personal diary, and communicate with others.

### Personal Attributes

- A friendly and gregarious nature, high personal integrity and an optimistic approach.
- Creativity and the ability to solve problems.
- An understanding of interpersonal relationships and a willingness to resolve conflicts, take decisions, and implement those decisions.

# Position Statement

Summary of skills necessary to gain a commitment to a Lions Club.

## 1. Communication Skills

- Ability to explain ideas clearly.
- Active listening — understanding the client's real needs, not just their words.
- Adjusting tone and style depending on the audience.
- Comfortable in working with people inside and outside the organisation.

## 2. Relationship Building

- Creating trust quickly and genuinely.
- Following up consistently and professionally.
- Making clients feel understood and supported.

## 3. Product and Industry Knowledge

- Knowing the product inside-out.
- Understanding the competitive landscape.
- Being able to translate features into meaningful benefits for the customer.

## 4. Problem-Solving Ability

- Diagnosing customer issues.
- Offering solutions tailored to the customer's context.
- Thinking creatively when obstacles arise.

## 5. Resilience & Persistence

- Handling rejection without losing motivation.
- Maintaining energy and professionalism under pressure.
- Continuing to follow up without being pushy.

## 6. Negotiation Skills

- Finding mutually beneficial outcomes.
- Managing objections with confidence and empathy.
- Knowing when to push and when to pause.

## 7. Time Management & Organisation

- Prioritising the right leads.
- Keeping track of customer conversations, deadlines, and follow-ups.

## 8. Empathy & Emotional Intelligence

- Reading people and situations well.
- Responding appropriately to emotions.
- Building rapport through genuine understanding.

## 9. Goal Orientation & Self-Motivation

- Setting clear targets.
- Tracking progress.

# Position Statement

- Continuously seeking improvement.

## 10. Adaptability

- Adjusting approach based on customer behaviour
- Staying open to new tools, techniques, and technologies.
- Responding well to changing markets.

Revision No.	1.0	Relates to:	Human Resources
Revision Date	26 March 2026	Applies to	Position Holder
Author	Rob Oerlemans	Authorised by	Rob Oerlemans