Multiple District Marketing Chairperson
Role Description

The responsibilities for this position* may include:

(a) Collaborate directly with the Global Action Team to direct membership leads that come through marketing channels to appropriate districts and clubs.

(b) Collaborate with the council of governors to identify and support opportunities for marketing large-scale events, programs, and initiatives.

(c) Work with the council chairperson to apply for marketing grants.

(d) Review district submissions for the Lions International Marketing Award with the council chairperson and submit to Lions Clubs International for review.

(e) Manage social media channels and websites, either directly or through an established multiple district marketing committee.

(f) Share multiple district success stories through social media.

(g) Maintain familiarity of the Global Brand Guidelines.
   
   a. Champion appropriate and consistent use of global brand assets in all multiple district activities.
   
   b. Support use of approved brand templates for story and publicity development.

(h) Promote the good works and newsworthy stories of LCI and LCIF to Lions to members of the media, through social media channels, and to external audiences.

*Description taken from Section 8 of the International Association of Lions Clubs Standard Multiple District Constitution and By-Laws