



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*