

DISTRICT 9423 LEADERSHIP TEAM MEMBER ROLE DESCRIPTION

The District organisation's purpose is to support and develop Rotary leaders, members and their Clubs to grow Rotary in a sustainable way; encourage engagement and collaboration within the Rotary family; and increase our collective impact

ROLE: STORYTELLER

<p>PURPOSE</p>	<p>To create a positive image of Rotary in Western Australia, as an organisation where people find friendship and fulfilment in doing good in the world, locally and globally; and</p> <p>To generally contribute to the District organisation's purpose as part of the District leadership team</p>
<p>WHAT SUCCESS LOOKS LIKE</p>	<ul style="list-style-type: none"> ▪ Increased positive awareness of Rotary within the general community
<p>SERVICES AND ROUTINES</p>	<p><i>What is being delivered and how</i></p> <ul style="list-style-type: none"> ▪ Chair Public Image Committee, which will establish an annual external communication program that includes: <ul style="list-style-type: none"> – A State-wide calendar of programs and initiatives that publicly promote D9423, its community impact, and volunteering opportunities for Rotarians and non-Rotarians – Regular publication in traditional/social media (including Rotary WA's own social media) of compelling stories from Clubs around Western Australia – Publication of Rotary collective impact in major cross-WA focus areas (eg reconciliation, ending homelessness and FDV, environment) – Publication of the results of impact measurement that shows the difference Rotary is making in the community ▪ Contribute to public image training and development for Clubs and Club leaders ▪ Liaise with District Secretary on internal communications
<p>KEY RELATIONSHIPS</p>	<p><i>Key internal and (if relevant) external relationships</i></p> <ul style="list-style-type: none"> ▪ District Governor: regular two-way communication ▪ District Development Director and Club Partner Representative: leadership and development for Clubs to include public image training and coaching/support

	<ul style="list-style-type: none"> ▪ Strategy and Partnerships Director; Programs and Projects Director: feed results achieved within D9423 to the Story Teller ▪ Public Image Chair: helps design annual program and is responsible for implementation ▪ District Secretary: administers internal communications (eg newsletters etc)
RHYTHMS	<p><i>Indicative schedule/time commitment of the job</i></p> <ul style="list-style-type: none"> ▪ Monthly meetings of District Board ▪ Monthly meetings of Public Image Committee
YOU NEED TO BE OR WANT TO DEVELOP YOURSELF AS.....	<p><i>Skills and attributes</i></p> <ul style="list-style-type: none"> ▪ The Story Teller has the vision and skill to create/lead a powerful system of sharing stories inside and outside of Rotary, expanding the Rotary Western Australia brand and capturing the hearts and minds of Rotarians and non-Rotarians alike.