

# CLUB GROWTH DIRECTOR ROLE

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As the Club Growth Director, you are responsible for all aspects of marketing, club-building, and member- and club-retention efforts within the District. This includes defining an overall marketing strategy for the District, developing outreach and retention efforts with existing community and corporate clubs, and penetrating new markets. Additionally, the Club Growth Director supports challenged clubs and helps them to become Distinguished. Together with your District leadership team, you participate in District Leader Training, Mid-year Training, and online tutorials. To be Club Growth Director, you must have served at least six consecutive months as Club President and at least 12 consecutive months as a Program Quality Director, Club Growth Director, Division Director, or Area Director. Once you serve as Club Growth Director for a full year, you may not be re-elected to the same office for a succeeding term. Additionally, at the time of taking office, an elective officer must have been an active member of a Toastmasters club in good standing for the entire preceding 12 months, or has been a member for 12 consecutive months within that past three (3) years, in the District in which the officer shall serve. A member may only be a candidate for elective office in one (1) District at any given time. A member may only serve in one position within any District. A Club Growth Director may not be re-elected to the same office for a succeeding term.

# CLUB GROWTH DIRECTOR COMPETENCIES



COMPETENCY CATEGORY	COMPETENCY	EVIDENCE OF COMPETENCY
Skills	Strategic thinking and planning	Optimal District marketing plan produced
	Achieving targets	A plan is available, accessible and operational to reach end-of-year club targets
	Creative thinking	New initiatives are introduced into the District marketing plan
	Team management	Club extension committee meets at least every two months about targets, results and plans
	Motivating people	Club coaches are obtained for all eligible clubs
	Achieving excellence	Works with important groups within the District and outside bodies to further the goals of the District
	Collaboration	Marketing team and new club sponsors are familiar with chartering requirements and paperwork and how to complete them correctly
	Analytical skills	Analyzes District markets
	Basic mathematical literacy	Provides regular quantitative feedback to District leadership meetings on District progress
Knowledge	Knowledge of Toastmasters branding policy, Toastmasters on-line marketing resources, membership building contests, and club sponsor, mentor and coach programs	The new branding is applied across the District
	Familiarity with documents on contemporary marketing	Clubs achieve awards in membership building contests
Characteristics	Integrity	Observable in leader behavior
	Sincerity	
	Empathy	
	Honesty	
	Consideration for others	
	Service orientation	Clubs are supported with marketing
	Passion for mission and vision of TI	District fulfilling the growth requirements of the Distinguished District Program
	Creativity	
	Enthusiasm	
Attributes	Respect	Observable in leader behavior
	Patience	
	Tact	
	Punctuality	
	Commitment to success and mission of Toastmasters International	Success in membership and club growth targets in Distinguished District Program
	Disciplined to complete assigned responsibilities	
	Goal oriented	
	Tenacious	
	Organized, following up on plans	
	Decisive and able to make tough decisions when required	
	Adaptive and willing to change when needed	
	Proactive, anticipating issues before they arise	Marketing adapted to needs of clubs
	Resourceful and knowing where to obtain resources	Minimum of contentious issues in implementing the District marketing plan
	Curious and interested in learning the roles of District Director and Deputy Directors	Clubs are fully supported in marketing
		Active participation in District leadership team