



**How Club Officer Roles Build**

**REAL-WORLD SKILLS**

**Learn how your officer role  
matters more than you think.**



# President

**As President, you set the tone, energy, and direction of your club.**

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Collaborate with fellow officers to plan and organize club meetings
- Start and conclude club meetings
- Conduct club business
- Establish club goals for your term
- Monitor progress and keep the club on track toward Distinguished status
- Delegate tasks, lead officer meetings, and stay on top of pending items
- Inspire members to continue their educational and leadership journeys in Toastmasters
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Team building and effective delegation
- Leading positive small group dynamics
- Strong organization and problem-solving abilities
- Coordinating groups to achieve goals and plan events
- Critical thinking and decision-making
- Building and maintaining professional relationships
- Managing conflicts with diplomacy
- Providing tactful and constructive feedback
- Planning for leadership succession



# Vice President Education

As Vice President Education, you're the go-to resource for the Toastmasters education program.

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Set club meeting agendas and assign meeting roles
- Manage club speaking schedule
- Encourage member engagement in the Pathways learning experience
- Track member progress in Pathways and act as the primary Base Camp manager
- Motivate members to participate in the mentor program
- Work closely with the President to track the club's Distinguished status
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Plan strategically to drive progress and results
- Evaluate performance to recognize strengths and growth opportunities
- Stay organized and solve problems efficiently
- Apply effective mentoring and coaching techniques
- Collaborate productively in team settings
- Use critical thinking for better decision-making
- Inspire others to set and achieve personal or professional goals
- Think long-term and align actions with future success



# Vice President Membership

As Vice President Membership, you champion club growth by welcoming guests and turning them into members.

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Greet guests at club meetings and make them feel included
- Share club and membership details in a friendly, informative way
- Respond promptly to inquiries from prospective members
- Guide guests through the process of becoming members
- Lead membership-building initiatives and events
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Interpersonal communication skills
- Building relationships and expanding networks
- Strategic planning and goal setting
- Analyzing situations with critical thinking
- Clear and effective communication
- Strong organizational and problem-solving abilities
- Collaborative teamwork in small groups
- Relationship nurturing with follow-up communication
- Persuasive skills





# Vice President Public Relations

**As Vice President Public Relations, you are the leader who puts the club out into the community.**

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Promote the club to prospective members
- Develop and manage the club's website and social media
- Write and distribute press releases and promotional materials
- Keep Club Contact and Meeting Information page up to date in Club Central
- Understand and apply the Toastmasters brand guidelines
- Maintain accurate and engaging online content that reflects the brand
- Share social posts from the official Toastmasters International channels
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Marketing and promotion strategies
- Media relations and social media management
- Creating platform-specific content while following brand standards
- Writing effective press releases
- Building and maintaining professional relationships
- Critical thinking and creative problem-solving
- Strong organizational skills
- Effective collaboration in small teams
- Adhering to professional and organizational guidelines



# Secretary

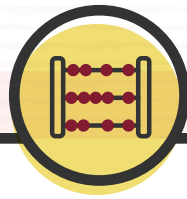
**As Secretary, you are the club's trusted organizer who keeps everything on track, records every detail, and keeps the team connected.**

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Record minutes for club and executive committee meetings
- Organize and maintain accurate club records and files
- Keep membership rosters current and share as needed
- Update club and officer information with Toastmasters International
- Understand and apply basic parliamentary procedures
- Order and manage club supplies when needed
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Strong organization and record-keeping skills
- Effective problem-solving abilities
- Attention to detail and critical thinking
- Efficient meeting management and coordination
- Accurate documentation and clear communication of meeting decisions
- Following standard procedures



# Treasurer

As Treasurer, you manage the club's finances with precision and care.

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Maintain accurate and up-to-date financial records
- If your club has a bank account, help manage it
- Collect and submit membership and renewal dues on time (or encourage members to use Self-Pay)
- Create and manage the club budget
- File required tax documents
- Prepare documentation for the Annual Audit Committee
- Provide quarterly financial reports if needed
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Basic bookkeeping
- Budget tracking and oversight
- Maintaining accurate financial records
- Following financial guidelines and controls
- Critical thinking
- Organization and problem-solving
- Operating within standard procedures



# Sergeant at Arms

As the Sergeant at Arms, you make sure the club's meeting environment is welcoming and prepared.

## What You'll Do

- Attend a club officer training to strengthen your leadership skills
- Store and maintain club equipment and materials
- Prepare and manage the meeting space before each session
- Work with speakers to accommodate space and technology needs
- If your club is online or hybrid, ensure technology is set up and working before the meeting starts
- Hand out materials, agenda, and name tags to members and guests
- Stay informed through the Leader Letter and *Toastmaster* magazine

## Real-World Skills

- Organization and logistical planning
- Effective problem-solving
- Record keeping and inventory management
- Managing meeting setup and logistics
- Creating a welcoming environment
- Following established procedures and protocols



**It's your time to lead  
with a club officer role!**

**Learn more here.**

