



# How District Leader Roles Build REAL-WORLD SKILLS

See the real impact of District  
leadership on *your* future.



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# District Director

**As District Director, you set the vision, energy, and strategic direction for your entire District.**

## What You'll Do

- Participate in District Leader Training, Mid-year Training, and online tutorials
- Lead the District Executive Committee in developing and monitoring the District Success Plan
- Inspire and empower Division Directors, Area Directors, and club leaders
- Guide the District toward Distinguished status through strategic planning
- Build a strong leadership team by selecting the best people for District positions
- Participate in regular performance check ins with the Region Advisor
- Conduct regular leadership team meetings to review progress
- Collaborate with other District leaders and external organizations to advance District goals
- Make decisive choices to resolve District issues quickly
- Mentor and support other District leaders in their development
- Ensure compliance with Toastmasters policies and procedures

## Real-World Skills

- Executive-level strategic thinking and planning
- Team building and leadership development
- Inspiring and motivating large groups toward shared goals
- Problem-solving and analytical thinking
- Managing diverse teams
- Delegating effectively
- Building collaborative partnerships
- Fiscal oversight
- Organizational management
- Conflict resolution
- Succession planning
- Change management and adaptability
- Accountability
- Public speaking and presentation skills



# Program Quality Director

As **Program Quality Director**, you champion educational excellence and ensure every club and member benefits from the Toastmasters experience.

## What You'll Do

- Participate in District Leader Training, Mid-year Training, and online tutorials
- Develop and conduct successful District training programs and conferences
- Guide Division Directors, Area Directors, and club officers on educational opportunities
- Maintain and oversee a strong network of qualified trainers
- Monitor club trends and prepare strategies to achieve at least 40% Distinguished Clubs
- Create club officer training agendas
- Recognize members and officers for their achievements
- Manage District speech contests according to rulebook requirements
- Collaborate with the District Director to track Distinguished Club Program progress
- Promote Toastmasters educational resources to clubs
- Manage a team to organize and plan the District conference

## Real-World Skills

- Large-scale event planning and execution
- Training development and facilitation
- Data-driven decision-making
- Recognition and motivation techniques
- Educational program management
- Building and managing teams
- Trend analysis and forecasting
- Strategic resource allocation
- Brand compliance and customer experience strategies
- Public speaking and presentation skills



# Club Growth Director

As **Club Growth Director**, you expand the reach of Toastmasters by building new clubs and supporting membership growth.

## What You'll Do

- Participate in District Leader Training, Mid-year Training, and online tutorials
- Develop and implement a comprehensive District marketing plan
- Plan strategies to reach end-of-year club and membership targets
- Lead new club development initiatives
- Direct club rescue efforts for struggling clubs
- Recruit and support club coaches and sponsors
- Collaborate with internal and external organizations to further District goals
- Analyze District markets for growth opportunities
- Ensure marketing team understands chartering requirements
- Apply Toastmasters branding consistently across the District
- Provide regular quantitative feedback on District growth progress

## Real-World Skills

- Strategic marketing and business development
- Market analysis
- Lead management
- Campaign planning and execution
- Coaching and mentoring
- Data analysis and metrics tracking
- Brand management and compliance
- Partnership development
- Sales and persuasion techniques
- Project management
- Creative problem-solving and innovation
- Public speaking and presentation skills



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# Division Director

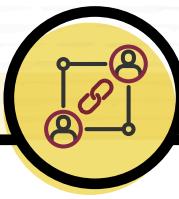
As **Division Director**, you lead your Division to success by supporting Area Directors and ensuring clubs achieve their missions.

## What You'll Do

- Participate in Division Director training
- Coordinate Division activities and set Division goals
- Coach and mentor Area Directors in Toastmasters knowledge and procedures
- Assist in training Area and club leaders
- Analyze Division and Area statistics to plan for success
- Ensure clubs understand and strive for Distinguished recognition
- Collaborate with the District leadership team on club success strategies
- Provide guidance on applying Toastmasters policies and procedures
- Address Area Directors' concerns and issues proactively
- Support clubs in achieving Distinguished status

## Real-World Skills

- Mid-level leadership and team supervision
- Coaching and mentoring skills
- Performance monitoring and feedback
- Data analysis and strategic planning
- Effective delegation
- Cross-functional collaboration
- Goal setting and achievement tracking
- Interpersonal communication
- Resource management and support



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# Area Director

As **Area Director**, you serve as the vital link between the District and clubs, providing direct support to help clubs thrive.

## What You'll Do

- Participate in Area Director training
- Visit each club in your Area at least twice per year
- Maintain regular contact with Club Presidents
- Help clubs achieve Distinguished status
- Motivate members to set and achieve personal education and leadership goals
- Assist club officers in understanding Distinguished Club Program requirements
- Provide feedback on club performance and member needs
- Connect clubs with District resources and support
- Identify and address club challenges early
- Submit the Area Director's Club Visit Report for Round 1 and Round 2 reporting periods

## Real-World Skills

- Front-line leadership and relationship building
- Active listening and needs assessment
- Motivational coaching techniques
- Regular reporting and accountability
- Problem identification and resolution
- Consultative support and guidance
- Time management across multiple accounts
- Diplomatic communication
- Follow-through and reliability
- Customer service excellence



# Administration Manager

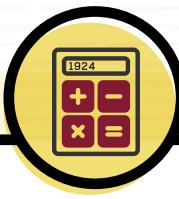
As **Administration Manager**, you keep the District organized and running smoothly through meticulous record-keeping.

## What You'll Do

- Record and maintain accurate minutes of all District meetings
- Keep all District records, correspondence, and inventories organized
- Maintain materials in a logical and easily accessible system
- Serve as upholder of District Administrative Bylaws and Policies
- Understand deadlines and responsibilities of other District leaders
- Assist the District Director as needed
- Ensure thorough documentation of District business
- Maintain correspondence

## Real-World Skills

- Advanced organizational systems and processes
- Professional writing and editing
- Attention to detail and accuracy
- Information management and archiving
- Meeting facilitation and documentation
- Understanding of governance procedures
- Time management and deadline adherence
- Administrative support
- Reliability and follow-through
- Technical proficiency with documentation tools



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# Finance Manager

As **Finance Manager**, you ensure the District's financial health through careful planning and oversight.

## What You'll Do

- Develop a fiscally responsible financial plan
- Monitor and forecast District financial performance
- Work closely with the District Director on financial decisions
- Produce accurate monthly financial reports
- Ensure expenditures remain within approved budget
- Apply generally accepted accounting practices
- Maintain financial controls established by Toastmasters International
- Report on financial activities in terms of organizational goals
- Enable District funds to be used in the most beneficial manner

## Real-World Skills

- Financial planning and budget management
- Accounting principles and practices
- Financial analysis and forecasting
- Reporting and data presentation
- Fiscal responsibility and oversight
- Compliance with financial regulations
- Strategic resource allocation
- Attention to detail
- Collaborative decision-making
- Ethical financial stewardship



# Public Relations Manager

As **Public Relations Manager**, you promote Toastmasters and increase awareness throughout your District and community.

## What You'll Do

- Develop and maintain a District public relations strategy
- Write and distribute press releases and promotional materials
- Promote District conferences and leadership training opportunities
- Apply Toastmasters branding and online public relations resources
- Collaborate with stakeholders inside and outside Toastmasters
- Recognize member achievements publicly
- Support clubs with promoting Toastmasters to members and the public
- Create public relations activities to attract media attention
- Approach new target markets proactively
- Complete projects on time and to specifications

## Real-World Skills

- Public relations and media strategy
- Content creation and copywriting
- Brand management and consistency
- Social media and digital marketing
- Stakeholder communication
- Creative campaign development
- Relationship building with media contacts
- Project management and deadlines
- Independent initiative and self-direction
- Promotional writing and storytelling



## **It's your time to lead with a District Leader Role!**

Develop your executive-level skills while serving the Toastmasters community. Each role provides unique development opportunities that translate directly to career advancement.



### **You're ready for the next step.**

Contact your District Director or District Leadership Committee chair to learn more about nomination opportunities.