



Job Specification – Area Director (AD)

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Position Overview

The **Area Director (AD)** is a pivotal leadership role within Toastmasters International, responsible for overseeing and supporting a group of clubs within a defined geographic or corporate area. The AD acts as the primary liaison between clubs, the Division Director, and the District leadership team. Through coaching, mentoring, and strategic planning, the AD ensures that clubs are well-supported, sustainable, and positioned for growth while promoting the Toastmasters brand and mission.

Key Objectives

- Ensure **club success** by providing consistent support and resources.
 - Foster **quality club meetings** and member experience.
 - Drive **membership growth and retention**.
 - Align club performance with **District success goals** (Distinguished Club Program).
 - Act as a **bridge of communication** between clubs and District leadership.
 - Build a **strong Area Council** to encourage collaboration between clubs.
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Primary Responsibilities

1. Club Support & Coaching

- Visit each club **at least twice per program year** (first by November 30, second by May 31).
 - Use the **Club Visit Report** to provide actionable feedback and submit evaluations to District leadership.
 - Coach club officers to:
 - Deliver engaging, member-focused meetings.
 - Maintain a positive and supportive learning environment.
 - Identify and address challenges such as low attendance, officer vacancies, or lack of educational progress.
 - Provide resources, such as **Pathways** materials, training opportunities, and marketing collateral.
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2. Area Council Leadership

- **Chair the Area Council**, comprising:
 - Club Presidents
 - Club Vice Presidents Education (VPEs)

- Schedule and lead at least **two Area Council meetings per year** to:
 - Share updates from Toastmasters International (TI) and District leadership.
 - Align club goals with Area and District goals.
 - Facilitate collaboration between clubs for events, contests, and membership drives.
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3. Speech Contests & Events

- Plan, organise, and execute **Area-level speech contests**:
 - Coordinate logistics, venues, and contest officials.
 - Ensure adherence to **Toastmasters International contest rules**.
 - Promote participation in **Division and District contests** and events.
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4. Club Growth & New Club Development

- Identify opportunities to:
 - Launch **new community, corporate, or advanced clubs**.
 - Support clubs at risk of closure by providing mentoring, membership campaigns, and officer training.
 - Work closely with the **Club Growth Director (CGD)** to connect leads and prospects.
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5. Training & Development

- Attend mandatory **District Leader Training** sessions and **District Executive Committee (DEC)** meetings.
 - Promote and support **Club Officer Training (COT)** within the Area to ensure officers are equipped to lead effectively.
 - Encourage members to participate in **Pathways educational program** and achieve personal and club goals.
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6. Communication & Reporting

- Maintain regular, transparent communication between:
 - Clubs
 - Division Director
 - District leaders
 - Submit required reports:
 - **Club Visit Reports**
 - Membership updates
 - Distinguished Club Program (DCP) status progress
 - Share TI updates, District announcements, and event information with clubs.
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Performance Indicators (KPIs)

Key Area	KPI	Target
Club Visits	Number of completed visits	100% of clubs visited twice annually
Distinguished Club Program	Percentage of clubs achieving ≥ 5 DCP goals	$\geq 70\%$ of Area clubs
Membership Growth	Net membership gain across the Area	+5% year-over-year
Club Officer Training	Percentage of officers trained	$\geq 80\%$ attendance at COT
Area Council Engagement	Area Council meetings held	Minimum 2 per year
Club Retention	Number of clubs retained	$\geq 95\%$ retention
New Club Leads	New club opportunities referred	At least 1 per program year

Required Skills & Competencies

Leadership & Management

- Strong ability to **motivate, mentor, and inspire** club officers and members.
- Proven skills in **strategic planning** and execution.
- Decision-making and **problem-solving** abilities.

Communication

- Excellent **public speaking** and presentation skills.
- Strong written and verbal communication to deliver updates, reports, and recommendations effectively.

Organizational Skills

- Effective **time management** to balance visits, events, and reporting deadlines.
- Proficiency in **project planning**, especially for contests and Area Council activities.

Relationship Building

- Ability to **collaborate across diverse teams** and clubs.
 - Diplomacy in resolving conflicts and mediating club challenges.
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Reporting Structure

- **Reports to:** Division Director
- **Collaborates with:**
 - Club Growth Director
 - Program Quality Director
 - Division Director
 - District Director

- Area Council members
 - **Supports:** Club Presidents, VPEs, and other officers within the Area.
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Eligibility Criteria

- Must be a **paid Toastmasters member in good standing**.
 - Should have completed at least **Level 2 of a Pathways path** (preferred).
 - Prior leadership experience, ideally as a **Club President or VPE**.
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Time Commitment

- Approximately **8–12 hours per month** (variable based on Area size and activity level).
 - Attendance at:
 - District training and leadership events.
 - Club visits and Area contests.
 - Monthly Division meetings and DEC meetings.
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Term of Office

- **Duration:** One program year (July 1 to June 30).
- Reappointment is possible based on performance and District needs.