

# District Leader Roles



## What roles and responsibilities?

District leaders form a leadership team dedicated to the mission of Toastmasters International. Both challenging and rewarding, your leadership role requires you to motivate others to achieve goals. The experience will enhance your own skills, and you'll have the satisfaction of knowing you have helped others grow.

## How do you become one?

The district governor, lieutenant governor education and training, lieutenant governor marketing and division governor are all elected by the district council. The public relations officer, secretary and treasurer may be elected or appointed by the district governor (subject to approval by the district council). Area governors may be elected by area councils or appointed by and serve at the will of the district governor. WHQ recommends that they be appointed.

## What are the rules?

To hold any elected or appointed district office, you must be a club member in good standing and meet all other minimum eligibility requirements. The deadline to submit district leader appointments to World Headquarters is July 15. District leaders must be appointed by September 1 and serve through June 30 to receive credit toward the Advanced Leader Silver (ALS) award.

### **District Governor**

As the district governor, you have the responsibility of directly overseeing and managing the district's day to day operations, finances, and human resources. As the district governor, you must empower your district leadership teams to work together to fulfill the district mission, while simultaneously supporting each officer in his or her development as a leader.

### **Lt. Governor Education and Training**

As the Lt. governor education and training, you are responsible for all aspects of education and training within the district. This includes supporting quality club programming efforts, promoting the Distinguished Club Program, coordinating the training efforts of the district, and planning and executing the district conference.

### **Lt. Governor Marketing**

As the Lt. governor marketing, you are tasked with the responsibility of 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.

### **Public Relations Officer**

As the public relations officer (PRO), you are responsible for coordinating publicity efforts in the district. By establishing and maintaining lines of communication between the district and its members, as well as between the district and the public, you work to increase awareness of Toastmasters through all available media.

### **Treasurer**

As the district treasurer, you are tasked with the fiscal oversight and management of the district. The district treasurer works closely with the district governor and Lt. governors to ensure that the district is making cost effective decisions, within policy, that result in effective fiscal management.

**Secretary**

As the district secretary, you are responsible for maintaining the historical records of the district, recording and distributing meeting minutes, and otherwise maintaining accurate, timely records of district business

**Division Governor**

As division governor, your job is to lead and support the division through the supervision and support of the area governors. For the division to be successful and implement the district goals, you must work closely with your team of area governors

**Area Governor**

As area governor, you serve as the direct liaison between the district and the clubs. One way that you serve clubs is through the area club visits conducted at least twice a year. These visits are crucial to understanding how clubs are fulfilling member needs, and how the district is successful in supporting and meeting the needs of each club.

**Leadership Handbooks**

For more in-depth information, view the following handbook in PDF format - [District Leadership Handbook \(PDF\)](#) .