

## Lieutenant Governor Marketing

Under guidance of the district governor, the lieutenant governor marketing makes the benefits of Toastmasters membership available to greater numbers of people. The lieutenant governor marketing plans, develops, implements and directs short-term and long-term district marketing objectives, and develops and directs programs for new club development, club rescue efforts, club membership promotion and membership retention. The lieutenant governor marketing promotes high standards of service to the member and to the club.

The lieutenant governor marketing must have served at least six consecutive months as a club president and at least 12 consecutive months as a lieutenant governor, division governor or area governor or a combination of these.

### Responsibilities:

- Serve as third-ranking member of the executive committee, presiding over that body and the district council in the absence of the district governor and lieutenant governor education and training.
- Uphold the bylaws and policies of Toastmasters International and the district administrative bylaws, following them to the best of his or her ability.
- Participate in leadership training and development programs prepared and conducted by Toastmasters International at the regional conference and International Convention.
- In consultation with and subject to the approval of the district governor, select chairman of marketing, membership development, club rescue or other committees which promote the growth of Toastmasters within the district.

### Standards:

- Ensure achievement of district membership and club growth objectives and achievement of Distinguished District.
- Develop a sound overall marketing plan in conjunction with district team members, focusing on making Toastmasters available to more people while also emphasizing a dedication to member service.
- Direct and coordinate the marketing strategies and activities necessary to achieve district growth objectives.
- Direct membership development and retention programs, encouraging achievement of reasonable growth targets.
- Monitor division, area and club administration ensuring the prompt submission of complete club dues-renewal reports to World Headquarters and club-officer lists to World Headquarters and district governor.

- Monitor the Area Club Assistance Program and the submission of Area Report of Club Visit forms to the district governor. In tandem with division governors, the lieutenant governor marketing encourages area governors to visit clubs frequently in order to strengthen member satisfaction and membership-building efforts.
- Implement programs to assist weak clubs and bring them to a level of 20 or more members.
- Develop a strong district marketing program to build new clubs in corporations and the community.
- Recruit, train and maintain a strong club building team.
- Recruit and train club mentors and club coaches.
- Manage district recognition programs that ensure club and membership builders are recognized by the district and the community.
- Work in conjunction with the district public relations officer to maximize district marketing efforts through internal and external promotions.
- Prepare his or her successor to assume office, completing the steps necessary for an orderly transfer of the office by June 30.

