

Region Advisor Marketing Duties and Expectations

I am looking forward to our TI Convention, and as Region Advisor (RA) Marketing I will be conducting training of our district officers. I am excited for our incoming District teams and about our newly re-formed Region 7. I am eager to meet with each of our District teams within Region 7, and I appreciate being able to count our past leaders to help our districts.

As many already know, the role of International Director is changing with the RA now serving as consultant with district leaders about their marketing efforts; working together to develop strategies to improve marketing performance, and conducting training at the International Convention and at mid-year sessions.

As a Past International Director and now Region Advisor Marketing, I feel one of our communication efforts should be focused on helping our current and past district leaders better understand the difference in our roles as IDs and Region Advisor (RA) Marketing.

Since the role of RA Marketing is new, I want to share what TI has described for the role.

RA Marketing consults with district leaders about their marketing efforts; works together to develop strategies to improve marketing performance, and conducts training at the International Convention and at mid-year sessions.

Consulting Duties include:

- Answering marketing questions and responding to challenges as they arise.
- Developing strategies for creating new clubs and strengthening existing clubs.
- Using the district performance reports and district success plan to analyze and map out marketing-related achievements.
- Improving current marketing efforts and performance.
- Building effective marketing teams.
- Maintaining regular contact with each district in the respective region by phone, e-mail, or in-person, whenever possible.
- Keeping the communication flowing between District, World Headquarters, and the TI Board of Directors.

Strategizing Duties include:

- Help each district formulate a strategy tailored to its own particular circumstances by identifying their strengths to overcome challenges in these key areas: establishing new clubs; building and retaining membership, and developing effective public relations campaigns.
- New club strategies include two important processes:
 - Pursuing leads from World Headquarters, district members, or local inquiries.
 - Identifying and building relationships with organizations that could benefit from having a Toastmasters club.
- Membership-building strategies checklist:
 - Fostering a culture of membership-building at the club level.
 - Teaching membership-building strategies to club officers and members.
 - Promoting membership-building contests.
 - Sharing membership-building best practices with clubs officers via newsletters or other forms of communication.
- Public Relations objectives:
 - Generate local public awareness of the value of Toastmasters.
 - Teach clubs how to develop and maintain effective club web sites
 - Create and maintain a reputation of Toastmasters in communication and leadership skills development.

- Train clubs to effectively build awareness of Toastmasters within their companies and communities.
- Take the lead to achieve district objectives by:
 - Assessing each district's marketing performance.
 - Building effective marketing teams.
 - Identifying prospective club markets.
 - Building effective corporate relationships.
 - Developing processes for the LGM and other district leaders.
 - Communicating best practices for club member recruitment and retention.

RA Marketing Training Duties: Lead face-to-face training for district leaders as part of the training team at both the International Convention and mid-year sessions.

As RA Marketing I will visit Districts; yet the visit is intentionally designed to be different from the visit of an ID. In fact, a RA visit would rarely be in conjunction with a District Conference (that would be more typical of an ID visit). A RA visit would more typically be one with the LGM and marketing team, along with the DG and PRO (based on needs determined by the DG & LGM). As directed by TI, my RA visits to districts are expected between Sep - Nov; no visit could be done before July 1st, and we have to have all RA visits approved by TI in advance. We have been asked to submit the request for RA visits by Aug 31st.

As RA Marketing I serve as a resource to the District team, including addressing what to cover in training those fulfilling marketing roles to create more shared expertise.

I plan to offer training based on what the District leadership requests. For example, my visit could be during a planned District Executive Committee meeting in which the DG would want to offer training of AGs and Division Governors relative to marketing and membership building. My visit to each District could be very different -- it will be very dependent upon what the DG and LGM determine how I might best support the situational needs of the District. This should not be confused with relying on the RA to follow-up with a new club lead and conduct the demonstration meeting; however, if needed, I could support corporate visits and demonstration meetings primarily in the role of serving as a coach in mentoring others to perform those roles in the future.

To be more effective, I will coordinate with the District teams in analyzing the needs of the respective districts, and I believe it would be useful to gain insights about situational needs from past leaders who are still engaged in their districts. I plan to reach out to PIDs who could serve as resources to your respective districts to be a part of our Marketing, Membership and Public Relations efforts within Region 7. We could have an informal network for sharing -- our Region 7 web site could serve as the on-line source for many shared resources -- we welcome your input.

Hopefully, you understand that the role of RA Marketing is still evolving, and I am excited about serving in this new role. While I feel that I have much to offer in this role, I also realize that I will need to rely on a tremendous network of PIDs and PDGs within Region 7 to provide the requisite support to our Districts.

Thank you for your continued support of your District,

Joe

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