

# Role outline for Regional Directors

## Principal Responsibilities

- (1) To meet as often as possible and/or necessary with local Branches, Branch Committees, and members.
- (2) To monitor branch activity closely and to encourage this in pursuit of national and local objectives.
- (3) To advise on and enforce national policies whenever necessary.

## Liaison with Branches

- (1) To attend Branch A.G.M.'s and oversee proceedings as necessary.
- (2) To interpret national policy to Branches and explain the background to decisions and actions taken by the National Executive and other national committees, particularly where this is not otherwise apparent or understood.
- (3) To communicate as necessary with Branches advising them how to interpret and act upon national policies in the light of local circumstances and campaigning priorities.
- (4) To oversee and, where necessary, manage the establishment of new Branches and Sub Branches.
- (5) To co-ordinate revisions to Branch boundaries and to manage re-allocation of areas as the need may arise.
- (6) To convene Regional Meetings and Conferences as and when required, in order to discuss campaigning policies/issues and to disseminate information, in the light of local circumstances and campaigning priorities.
- (7) To identify the most effective Branch campaigning practices and share them with other Branches in the Region.
- (8) To identify and interpret the views of Branches and local members on national and regional policies, campaigns, and issues.
- (9) To report appropriate views expressed in (8) to the National Executive and the wider Campaign and feed back locally as necessary.
- (10) To appoint where considered necessary, and with the required job briefs suitable Regional Officers e.g. Area Organiser, Treasurer, and or Regional Meeting Minutes Secretary.

## National Liaison

- (1) To attend, whenever possible, meetings of Branches Committee and the National Executive.
- (2) To keep both Branches Committee and the National Executive informed on the general health of CAMRA at Regional level, views



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being expressed locally and the progress of any specific local campaigns.

- (3) To organise any Branches Committee, National Executive, and, where requested, other National Committee meetings held within the Region.

Where this meeting requires bed and breakfast accommodation to be provided, to ensure a reasonable standard by personal inspection and/or reference to tourist board ratings (stars). Bookings should only be placed (ideally locating all attendees on the same premises) where the tariff is considered reasonable for the area or where it can be made so through a negotiated discount. Any queries relating to this expenditure should be referred to the Finance Director.

- (4) To be involved fully in the organisation of any National AGM and Conference and any other national seminars held within the Region.
- (5) To undertake the required Regional liaison with the media and other outside bodies, e.g. Tourist Boards.
- (6) To consider where appropriate the appointment of suitable members for such liaison, e.g. Regional Publicity Officer.
- (7) To communicate the best local Branch campaigning practices to Branches Committee so that these can be disseminated widely throughout CAMRA.

## Good Beer Guide

- (1) To determine GBG allocations to Branches, within Counties.
- (2) To co-ordinate after correction and collation the return of GBG entries, carry out the required sub-editing and liaise with Branches as required.
- (3) To co-ordinate the pub and brewery entries and proof reading of maps.

