

# Regional Director Role Description

## REGIONS – THEIR PURPOSE

The Regions Review Report (March 2023) set out the key purposes for which CAMRA Regions exist in paragraph 16 as follows:

- a) To enable two-way communication between Branches and the National Executive/National Committees, including interpretation of, and feedback on, national strategy, policies and campaigns.
- b) To co-ordinate campaigns and other activity locally (e.g. GBG entries) for greater efficiency and effectiveness, with the aims of contributing to the achievement of the objects for which CAMRA is established, as stated in its Articles of Association, and of delivering CAMRA's Strategic Plan.
- c) To demarcate an area within which a Regional Director (RD) has oversight of Branch activity, especially in terms of financial and governance matters, and within which the RD may recommend the creation/closure/amalgamation of Branches.

The central role of the RD is to fulfil these purposes. To that end, the role covers four main areas of responsibility.

### National level

- Attend meetings of Regions & Branches Committee (RBC) and of the National Executive (NE), to report on activity from a regional perspective, flag up any policy and operational issues arising, give feedback from Branches on policy and campaigns, and share best practice.
- As required, act as an RBC/CAMRA representative on national committees, working groups, judging panels, external bodies etc.
- Oversee or participate in arrangements for national level meetings (including the Members' Weekend) within the region as requested.

### Regional leadership and co-ordination

- Appoint or nominate Deputy RDs (functional and/or territorial), County Co-ordinators, and other regional officers, and monitor these appointments.
- Chair meetings of the Regional Leadership Team.
- Co-ordinate the regional stages of national awards and information, including but not limited to PotY/CotY/MotY, GBG entries.
- Encourage branches and members in the region to participate in other Awards such as Champion beer of Britain through the nomination process and regional judging through local beer festivals.
- Convene and chair regional meetings of Branches, prioritising campaigning objectives.
- Where necessary, investigate any issues relating to the CAMRA Code of Conduct at a Regional level or where resolution has not been possible at branch level.

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## Governance and compliance

- Keep in close contact with Branches in the region to monitor local activity, to encourage support for national campaigning objectives, and share best practice.
- Identify and raise any issues from branch level activity that require resolution at a national level through RBC.
- Attend Branch AGMs to ensure proceedings are in line with the Branch Model Constitution and to keep under review Branch ability to fill committee posts.
- Where necessary, recommend revisions to Branch areas and manage the creation, closure or amalgamation of Branches in the region.
- Oversee the financial operations of Branches and their activities (e.g. beer festivals, magazines, websites) and ensure that annual audited accounts are filed at the CAMRA Office and with Finance Committee.

## Communications and advocacy

- Disseminate information to Branches in the region based on national perspectives, data, decisions and planned events and announcements.
- Lead or participate in regional and local public affairs activity, including liaison with politicians, other campaigning organisations, regional representatives of leading breweries and pubcos, licensee organisations, and media briefing and interviews.
- Monitor the presentation of CAMRA's views and policies in the region, to identify any significant problems and to ensure that statements are in line with CAMRA policy and not expressed in a way that might bring CAMRA into disrepute.



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for  
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