

Role description - affinity groups regional director

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A member of the regional leadership team, who is the representative for **all affinity groups** within the region. Not focused on one particular affinity group, this leader is responsible for understanding the regional and chapter geographies and the global affinity group landscape, so they can advise on opportunities at all levels. Reports to the regional President, Member Value Offerings.

Regional Director role responsibilities:

- Works to gain an understanding of what **ALL** affinities are doing across the organization so they can advise and be a resource to the region/chapters on opportunities.
- Is the intermediary between the global AGs and the region/chapters and are fully aware/connected with their assigned AG liaisons to their region.
- Works with regional member experience team and chapter to best understand member demographics which can inform priorities/educational plans.
- Works with the education and events department to identify regional/chapter event opportunities specific to the audiences in their area that the education/events department (and chapters) can execute on.
- Attends a monthly AG functional call and/or keep up to speed with all the AGs via a monthly pre-read developed by the global groups.
- Attends any regularly scheduled regional MVO meetings to better understand other regional priorities and advise leadership on AG/membership priorities and activities.

Additional responsibilities:

- 1. Executes and communicates the HBA Affinity Groups' (AG) strategies across region**
 - Engages and connects members with affinity group opportunities
 - Drives community engagement in regional and AG communities
 - Works with regional marketing and communication committees on marketing and promotion for affinity groups
 - Communicates affinity group opportunities and increase awareness with chapters
- 2. Contributes to the continuous improvement of HBA's Affinity Group strategy and value**
 - Works with HBA Central, AG Liaisons across globe and the global AG committee to drive improvements and innovation into all components of the program.
 - Provides feedback, new ideas and innovations from the region to central HBA staff for inclusion in HBA standards and branded offerings.

Things to Note:

- Affinity Groups are created as required by membership interest and availability of committee volunteers, and evolve to global level over time.
- HBA Central defines **the global Affinity Groups** and oversees coordination and alignment across globe by way of Global Committees.
- Regional Directors are encouraged to work with HBA Central to define, pilot and help establish new Affinity Groups driven out of membership interest.
- The Regional Director is NOT responsible for executing events. Event execution falls to the regional education/events department and chapters, but this AG Regional Director can help all get a better understanding of where educational

priorities in their respective areas should lie, suggest speakers, topics, moderate, etc.

Time requirements

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month: setting and reviewing plans and progress, communicating with the MVO President and AG Liaisons, sharing regional events and resources from global affinity group
 - 2 hrs per month in regional meetings: sharing and coordinating plans and progress; longer term planning and budgeting
 - 1-2 hrs per month interacting with members, connecting them to the AGs
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