



# CADILLAC V-CLUB

## Cadillac V-Club Regional Director Job Description

There will be one Director elected per Region who will lead the recruitment of local Chapter Directors and V-Club sponsors. He or she will act as the primary focal point for the V-Club in within the assigned region. He or she will provide direct support to local Chapter Directors to help plan local Chapter events and functions in a Region and will report to the Executive Vice President of the V-Club. He or she will assist the Executive Vice President and the President in the areas of building membership and help promote and maintain interest for and by the members of the V-Club.

Specific responsibilities include:

1. Identify and recruit potential members and sponsors of the Cadillac V-Club within assigned region. Potential members include any Cadillac V-Series owner or a business sponsoring the Cadillac V-Club.
2. Within assigned region, follow-up with prospective member captured via the Cadillac V-Club Contact Us Request Form, Cadillac V-Club Facebook page and other social media apps and forums.
3. Be knowledgeable of and be able to effectively communicate and answer questions pertaining to:
  - a. Cadillac V-Club By-Laws and Frequently Asked Questions documents found on the [cadillacvclub.com](http://cadillacvclub.com) website
  - b. Cadillac V-Club membership levels and benefits of membership
  - c. Sponsors within assigned region (including Cadillac sponsoring dealers)
4. As the Regional Director, serve as the primary contact for all local Chapter Directors within assigned region. In areas where no local Chapter Director exist, serve as the primary contact for members within assigned region.

Requirements/Commitment:

1. Must commit to a minimum of a 2 years assignment as the Regional Director and serve as an active member of the Board of Directors
2. Must own a V-Series vehicle
3. Must reside within the assigned Region
5. Must attend a minimum of one national Cadillac V-Club event per year such as a V-Corral IMSA or PWC event, a V-Performance Lab or other sanctioned "official" event