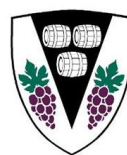


EXECUTIVE DIRECTOR
JOB DESCRIPTION



THE INSTITUTE OF
MASTERS
of WINE



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The communications and advocacy
headhunter

EXECUTIVE DIRECTOR

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THE INSTITUTE OF
MASTERS
of WINE

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EXECUTIVE DIRECTOR

ABOUT THE INSTITUTE OF MASTERS OF WINE



The Role

Reporting to:
Chairman and Honorary Officers

Salary:
£Six figures plus benefits

Location:
Riverlight Quay, London, SW11

Website:
mastersofwine.org

The Institute of Masters of Wine (IMW) is a professional body and membership organisation with an unsurpassed international reputation.

For over sixty years the Institute has been promoting the highest standards of professional excellence and knowledge of the art, science and business of wine within the global wine trade.

IMW is funded through member and student fees and a global network of industry supporters who share the Institute's values of excellence, interaction and learning. It is financially secure with a growing membership and student base and ever increasing overall interest in its program.

A Master of Wine (MW) is someone who has demonstrated, by way of rigorous examination, a thorough understanding of all aspects of wine and an ability to communicate clearly. A Master of Wine will actively encourage others in the pursuit of knowledge and will seek to bring wine communities together. Masters of Wine hold the most respected title in the world of wine.

There are 380 Masters of Wine today, working in 30 countries. The membership encompasses winemakers, buyers, journalists, shippers, business owners, consultants, academics, and wine educators. There are over 340 students, from 40 countries, in the MW study programme.

As the global wine trade evolves, becoming increasingly complex, competition within the trade has never been greater and the need for a pinnacle body that recognises leaders in its field, with a true mastery of all aspects of the subject, is as crucial as at any time in the Institute's 60+ year history.

Through its members and activities, the Institute's mission is to promote excellence, interaction and learning across all sectors of the global wine community.



EXECUTIVE DIRECTOR

SCOPE OF THE ROLE



The Executive Director leads the organisation, managing, developing and motivating a team based largely in London but also internationally, and develops strong and positive relationships with members, students, supporters and other key stakeholders. A increased global profile and influence of the Institute and the MW qualification will achieve greater recognition of the profession in the major and emerging economies of the world.

The Executive Director is responsible for all the operations of the Institute and supports Council it in the development of its longer-term strategy and governing policies, ensuring that all IMW's external stakeholders understand and support the Institute's purpose and direction, and continue to see IMW as the authority and lead convener on the major issues in the global wine trade.

Strategy

Work with the IMW Council and Honorary Officers to develop and refine the strategies necessary to raise the profile, influence and credibility of the IMW and MW qualification across a variety of audiences at global and regional level. The Executive Director will:

- Play an active role in proposing and developing strategy for the institute, as an ex officio member of the Council;
- Participate in key strategic committees of Council including the Education and Examinations Board (EEB), Endowment Board and North American Board.

Relationship Management and Profile Development

The Executive Director facilitates a complex network of members, students and supporters and is responsible for:

- Building member and key constituent engagement through active communication and contact;
- Supporting the work of the Council both within and outside of key meetings;
- Overseeing the operations of the Education Team which interacts significantly with students and Members, in particular those who are making significant voluntary contributions to the education or examination processes;
- Enhancing awareness and image of the Institute through a range of outreach activities, and supporting MWs engaged in profile raising;

EXECUTIVE DIRECTOR

SCOPE OF THE ROLE



Relationship Management and Profile Development (continued)

- Assisting with planning symposia (next one planned for Adelaide in June 2022), and directing the Institute's execution thereof;
- Maintaining strong relations with trade supporters and recruiting new ones.

Management and Finance

Manage, develop, and motivate a small high performing team in London to deliver the IMW's agreed strategy effectively, and to create an environment where individuals thrive. Support the Council and its Honorary Officers in all matters of ongoing governance and ensure that planning and budgeting are accurate, and that the finances are tightly managed. The Executive Director will:

- Oversee all operational functions of the IMW office with overall responsibility for its structure, staffing and performance, including engaging in regular and effective training, development and appraisal;
- Lead the IMW team, directing a broad range of activities including the flawless delivery of the educational activities, the examinations, communications, and finance;
- Ensure that the Institute operates in line with best practice and the law;
- Lead both long term financial planning and budgeting on an annual basis, and provide timely monthly management and year end information;
- Ensure that the Institute adheres to HR, financial, legal and ethical best practices.



EXECUTIVE DIRECTOR

KEY REQUIREMENTS OF THE CANDIDATE



The Executive Director must possess a broad range of skills, the precision associated with managing a team to deliver a global education program within a defined budget, whilst having a strong yet sensitive personality to engage the many internal and external stakeholders, from members and office team, to students, supporters and all sectors of a global wine trade.

Skills and Experience

The Executive Director must be an experienced professional who can demonstrate a successful track record of leadership and reputation management with these skills and experience:

- Strong interpersonal skills with high emotional intelligence;
- Motivational management style and the ability to work in an international context;
- Experience of developing strategies to achieve organisational objectives;
- Excellent communication and presentation skills;
- Consultative, consensus-building approach and abilities;
- Methodical organisation skills;
- A high level of initiative and drive;
- Financially astute.

This prestigious appointment is key to the future success of IMW and the MW qualification.

The Executive Director will perform an important role in influencing public and commercial confidence in the MW qualification and the global wine trade.

About Ellwood Atfield

Ellwood Atfield recruits for organisations that are seeking to influence their external environments. We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, policy, regulatory, and media audiences.

Following interviews with Ellwood Atfield, successful candidates will be invited to meet The Institute of Masters of Wine on the 23rd or 24th of March 2020.

Please contact Gavin Ellwood or Alex MacLeod on 020 3824 9861 for an initial discussion and [apply for the role here](#).



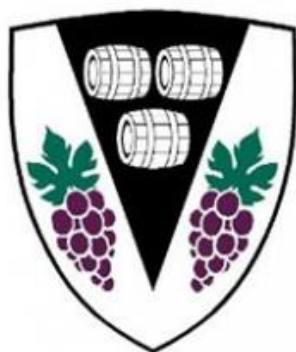
Gavin is the founder of Ellwood Atfield and has over twenty years' headhunting experience. He specialises in the appointment of senior communicators and influencers, advising the boards of a diverse range of organisations and global brands, as well as the CEOs of trade associations and professional bodies.

gavin@ellwoodatfield.com



Alex is the Head of Research for Ellwood Atfield's Leadership Practice. He brings a decade of experience in senior research positions with global headhunting firms. He joins a team to strengthen the research capabilities around senior-level consultation and search.

alex.m@ellwoodatfield.com



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