

BRITISH  
**BEER & PUB**  
ASSOCIATION

# Chief Executive

Job Description



**ea** ellwood atfield

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# HEADLINES

- Position: Chief Executive
- Organisation: British Beer & Pub Association
- Position location: Brewers' Hall, Aldermanbury Square,  
London EC2V 7HR
- Remuneration: Commensurate with experience
- Reporting to: The Chairman and the BBPA Board
- Further reading: [BeerAndPub.com](http://BeerAndPub.com)
- [Beer & Pub Facts on Tap](#)



# THE ASSOCIATION

Beer is one of the top three British food and drink exports, domestically beer and pubs contribute £23bn to UK GDP and generate £13bn in tax revenue.

The British Beer & Pub Association is the leading body representing Britain's Brewers and Pub Companies. Its mission is to deliver a world class, growth sector in British beer and pub hospitality. BBPA members account for some 90% of the beer brewed in Britain today and own more than 20,000 of the nation's pubs. A strong voice for brewing and pubs and their unique role in British life is as vital today as it was 114 years ago when the Association was formed.

The BBPA team mobilise their members, supporters, pub partners, beer drinkers and pub goers to create value for the sector and the national economy, whilst creating jobs and increasing investment. As the voice of the UK's brewing and pub sector, the BBPA works across a range of substantial policy areas to research, advise and influence on behalf of its members.

The BBPA champion issues that matter to the beer and pub industry. These are causes their members are passionate about; whether it's promoting beer as the nation's drink, or campaigning against increases to beer duty and businesses rates that are so damaging to community pubs.

Their members include international companies, family brewers, managed locals and the nation's largest tenanted pub estates. It's a diverse group, but the BBPA team are passionate about representing, supporting and campaigning for the wellbeing of the beer and pub sector.



# CHIEF EXECUTIVE

## Purpose of the Job

- To engage proactively with a wide range of stakeholders including Government, the Civil Service, the media and other opinion formers to discuss and influence emerging issues that affect the beer and pub industry and ensure that the Association is actively involved in the policy debate.
- To devise and agree with the Chairman, the Board and the Association's members the appropriate strategy for the Association and to implement it.
- Supported by the Association's executive team, to deliver the required member services and meet the aims and objectives as agreed with the members.
- To lead, motivate, train, develop and inspire the BBPA team.
- To create a thought provoking and creative environment within BBPA, capable of promoting and positioning beer and pubs as positive influences within society.

## Responsibilities

- To act as spokesperson for the Association's members to Government, Civil Service, the media and other opinion formers.
- To lobby on behalf of the members to Government both in the UK and EU.
- To act as a catalyst and champion of change and create a consumer-focused culture with a passion for beer and pubs.
- To lead the development of BBPA's vision and purpose, resulting in clear messages to external stakeholders to achieve favourable policy outcomes.
- To work closely with the Chairman and the Board to devise and agree the annual business plan, to drive and monitor its implementation and take corrective action when necessary.
- To develop and provide clear and consistent position papers and to agree the creative briefs on these papers with the relevant stakeholders, particularly those associated with the brewing and pub industries, Government and other partners.
- To ensure the issues that affect the industry are identified, prioritised and dealt with in a timely manner and to obtain approval from the membership on the required response.

# CHIEF EXECUTIVE

- To authorise all capital expenditure, revenue and servicing spend within agreed levels and to manage the BBPA budget.
- To create the environment and opportunities for the Association's staff to excel in undertaking their responsibilities.
- To represent the Association, together with members of the management team, at UK and International Trade Associations, including the Brewers of Europe.
- To raise the profile of the Association, its purposes and objectives among the membership.
- To apply the highest Health and Safety standards in all work done, adhering to the Association's Health and Safety Policy.
- To undertake any other duties as and when required.

## Attitudes, Values & Skills Required

- A passion for beer and pubs.
- The ability to think strategically.
- Excellent understanding of central Government, political, policy, and regulatory processes.
- Excellent leadership skills, with experience of motivating, developing and directing a high performing team.
- Proven public affairs, communications and influencing skills from working with diverse stakeholders including Government, the media, business, and other opinion formers.
- Experience and understanding of management processes.
- Strong budget awareness.
- Strong communications skills.
- Persuasiveness and influencing skills including with members, Executives, Government representatives, the media and other opinion formers.
- Experience of raising the profile of an organisation, its purpose and objectives among key stakeholders.
- To undertake any other duties as and when directed by the Board.

## NEXT STEPS

Following interviews with Ellwood Atfield, successful candidates will be invited for a first stage interview with the British Beer & Pub Association on Tuesday 3<sup>rd</sup> September 2019.

For further information and to apply please contact Gavin Ellwood:  
[gavin@ellwoodatfield.com](mailto:gavin@ellwoodatfield.com), 020 7340 6482, 07768 927 209.



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.

Ellwood Atfield is delighted to be working with The British Beer and Pub Association. We are the communications and advocacy headhunter, specialising in all aspects of Corporate Communications, Internal Communications, Public Affairs, Policy, Digital & Social Media, Consumer PR, Financial PR, Sustainability & CSR. We recruit everyone from Junior Executives & Managers, to CEOs. Including Chairs, NEDs, and Board Level.



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