



Chartered
Institute of
Brewers and
Distillers

A photograph of five people (three women and two men) standing in a brewery. They are all smiling and holding glasses of beer. The background shows industrial brewing equipment. The entire image has a blue color overlay.

**Relationship Development
Manager - Australia/New Zealand**
CIBD Asia Pacific Section

Introduction

Thank you very much for your interest in the role of Relationship Manager, Australia/New Zealand at the CIBD. We hope that you will find this pack informative, and that it will help you to decide whether the CIBD is an organisation that you would like to work with.

It is the CIBD's vision to be the global leader of sustainable professional education and development in the brewing, distilling and allied industries.

Our focus is very much on growing and developing the CIBD in a way that delivers our charitable purpose. A key to this will be promoting the CIBD educational proposition and membership engagement in Australia/New Zealand for drinks industry professionals and the companies that they work for.

We believe that our new chartered status will build recognition of the global drinks industry for its importance to society and the economy, whilst reinforcing the credibility of the CIBD in delivering excellence in professional education & development.

Whilst a great amount of work has been carried out to achieve this status to date, the next leg of this very important journey starts now to secure the continued leadership of the CIBD as the industry-leading standard and qualification of choice for professionals.

If you would like to be a part of this exciting journey then we would love to hear from you.



Tom Shelston

Chief Executive Officer

Chartered Institute of
Brewers and Distillers



Garry Menz

Chair

CIBD Asia
Pacific Section

Job Title: Relationship Development Manager – Australia/New Zealand

Terms of Appointment and How to Apply

Salary:

Competitive.

Hours/Working Environment:

16 hours per week / 2 days per week. Working in a hybrid fashion.

Job Type:

Part-Time.

Candidates or nominations should apply by sending a CV and cover letter to jobs@cibd.org.uk

The closing date is 03/03/2025

Data Privacy:

By applying for this position you are consenting to the personal data that you submit to being used in the assessment of your suitability for the role. Please refer to the CIBD's Privacy Policy at <https://www.cibd.org.uk/privacy-policy/> for more information.

Responsible to:

Head of Business Development & Engagement, Executive Manager CIBD Asia Pacific.

Responsible for:

- 1) Maintaining and developing relationships with our current client base.
- 2) Creating sales forecasts and actively working to reach them.
- 3) Building an understanding of client needs and their experience of the CIBD and developing solutions to meet these needs.
- 4) Identifying new business opportunities.

Liaison with:

External: The L & D Managers within the major clients, Head Brewers & Distillers within the craft sector, relevant industry bodies and educational institutions.

Internal: The Executive Manager CIBD Asia Pacific; CIBD Asia Pacific Board; Education and Professional Development Team; The Examinations Board; Marketing & communications. CIBD members in Australia on an individual and collective basis

Role Purpose:

The post holder will hold the responsibility for delivering business growth and engagement for the CIBD in Australia and New Zealand.

You will do this by building, developing and maintaining relationships and partnerships with CIBD clients to deliver value to our community by;

- Leveraging CIBD's global brand, IP and learning and development content.
- Bringing market insight into the CIBD to inform our "offer" or proposition in line with market trends.
- Enhancing CIBD's reputation through relationships, partnerships and building our brand locally.
- Embracing our role as super connectors building CIBD's community.

You will develop and implement a membership strategy that improves the membership experience and increases retention and growth within Australia and New Zealand.

This will involve the development of new and targeted engagement strategies and ways of working with the CIBD Sections. In doing so you will nurture an engaged and connected community for sharing knowledge and best practice.

Main Duties:

- Develop and achieve annual targets for examination registrations and membership recruitment and retention.
- Lead and be accountable for relationships with senior stakeholders with CIBD clients.
- Lead and develop partnerships and relationships within the Australia/New Zealand craft brewing and distilling markets.
- Research and identify new business opportunities.
- Work collaboratively as a member CIBD Asia Pacific Management team with colleagues and volunteers to ensure business development and marketing activities support CIBD Asia Pacific goals.
- Lead the development of the Australia/New Zealand membership strategy and business plans to achieve on-going and significant improvements in member satisfaction, retention and growth.
- Nurture an engaged and connected community for sharing knowledge and best practice.

Person Specifications:

Essential Experience

- Experience of Business Development and Sales.
- Experience of developing strong and influential internal and external stakeholder relationships and partnerships.
- Ability to understand and operate across a wide brief of responsibilities and accountabilities.
- Experience within the Australian/New Zealand brewing, distilling and fermentation industries.

Other Requirements

The role will require a high level of mobility to allow contact and relationship building with potential clients.

Qualifications / Training

A degree in business administration or marketing or sales or a relevant field or equivalent by experience.