



Chartered
Institute of
Brewers and
Distillers

A teal-tinted background image showing a group of people in a brewery bar. A man in a plaid shirt is on the left, a man in a dark patterned shirt is in the center holding a glass, and a woman in a white shirt is on the right. There are beer bottles and a tap on the bar counter.

Head of Business Development & Engagement

Introduction

“Thank you very much for your interest in the role of Head of Business Development & Engagement 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. It is this ambition and passion that guides us in our pursuit of excellence for the CIBD.

My focus is very much on prioritizing growth through strategic partnerships and the ongoing digital transformation of the CIBD in a way that delivers our charitable purpose. A key area of concentration will be promoting the CIBD educational proposition globally to both individuals and corporate partners.

The recent achievement of Chartership was a defining moment in our history and represents the highest accolade for professionals working within our industry, providing rightful recognition and respect of the science and art of brewing and distilling across the globe.

We believe that our chartered status will be a step change in the CIBD's standing in public trust and confidence. Furthermore, it will build recognition in the global drinks industry for its importance to society and the economy, 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, globally.

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

Job Title: Head of Business Development & Engagement

Terms of Appointment and How to Apply

Salary:

Competitive.

Hours:

Full time, including some international travel.

Job Type:

Permanent.

Candidates should apply by sending a CV and cover letter to:

julie.carling@carlingpartnership.com

For an introductory conversation about the role please contact Julie on +44 1483 893 100

The closing date for applications is 27th April 2026.

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 Carling Partnership Privacy Policy at www.carlingpartnership.com/privacy-policy for more information.

Responsible to:

Chief Executive Officer.

Responsible for:

- 1) Leadership of the CIBD Global Business Development Plan and marketing, sales and communication strategy.
- 2) Developing new and existing partnerships that add commercial value and building engagement with key CIBD audiences.
- 3) Developing and implementing a membership strategy that improves the membership experience and increases retention and growth within the UK and globally.

Liaison with:

External Stakeholders, Learning Development Team; Exam team; Marketing & communications, CIBD Sections.

Working Environment:

The role is full-time. Working in a hybrid fashion with some attendance at the London head office.

Role Purpose:

The post holder will hold the responsibility for delivering business growth and engagement for the CIBD.

You will do this by building, developing and maintaining relationships and partnerships with CIBD stakeholders 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 the development of our "offer" or proposition in line with market trends.
- Enhancing CIBD's reputation through relationships, partnerships and building our brand globally.
- Embracing our role as super connectors building CIBD's community.
- Developing close links with the SMT to ensure a seamless transition from business development to service provision.

As a highly collaborative individual you will be responsible for developing Marketing & Communications strategies, plans and capabilities that increase reach and engagement with key audiences and provide insight that shapes the development of propositions that meet the needs of the market.

The role is key to creating an environment where CIBD's portfolio of activity is used to build audience engagement and generate income, leading to sustainable growth by increasing membership and qualification value.

Main Duties:

Business Development (global)

- Develop and deliver the global growth strategy and plan in a way that supports our charitable purpose.
- Identify, develop and deliver new business opportunities including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets.
- Lead and develop strategic partnerships and relationships in the UK and international markets that support and help deliver the CIBD's strategy.
- Lead and be accountable for relationships with senior stakeholders in CIBD's strategic partners.
- Use data and insights to develop detailed income and engagement targets to achieve our ambitions.

Digital, Marketing & Communication

- Work collaboratively as a member of the CIBD Senior Management team with colleagues and volunteers to ensure marketing and communication activities support CIBD goals.
- Develop and oversee the digital engagement strategy to align with overall business objectives, ensuring that all digital initiatives contribute to revenue growth and brand awareness.
- Develop and implement strategies and plans, based on analytics and research to improve customer journeys, member retention and stakeholder engagement.
- Develop and deliver corporate engagement strategies, plans and events that manage CIBD's brand and reputation.

Membership

- Lead the development of the UK and international membership strategy and business plans to achieve on-going and significant improvements in member satisfaction, retention and growth.
- Lead the development and improvement of the digital membership experience.
- Work closely and collaboratively with CIBD Sections and peers to ensure member services, products, policy and technology meet the members current and future needs.
- Nurture an engaged and connected community for sharing knowledge and best practice.

Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the job holder, if appropriate.

Person Specifications:

Essential Experience

- Experience of developing business development strategies and propositions in support of growth, success and outstanding customer experience.
- A track record of identifying and developing new strategic partnerships.
- A track record of successful International Business Development.
- Experience of running a 'customer centric' operation and services with a track record of driving significant improvements in customer engagement, retention and satisfaction.
- Demonstrable experience of managing a business unit P & L with associated understanding of commercial rigor and cost management.
- Strong experience of successfully leading and developing teams to achieve outstanding performance.
- Ability to understand and operate across a wide brief of responsibilities and accountabilities.
- Experience within the brewing, distilling and fermentation industries.

Desirable Experience

- International Experience in North America or India would be advantageous, but is not essential
- Experience of developing and implementing digital engagement strategies that drive business growth and enhance brand visibility across various channels.

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.