



Chartered
Institute of
Brewers and
Distillers

Chief Executive Officer

Applicant Pack

Overview

The Chartered Institute of Brewers and Distillers (CIBD) serves the brewing, fermentation, distilling and allied industries by supporting the education and professional development of its technical management – through its training and examinations programmes, publications, conferences and members' events in the UK and across the world.

It is now seeking a new Chief Executive Officer (CEO) to work with the Board of Trustees and to lead our team to develop the quality, relevance and scale of our diverse educational offering, to grow our sales, membership numbers and reach - internationally across core and new markets, and tailoring delivery to the distinct needs of corporate, craft sector, and individual customers.

Applicants should be able to demonstrate that they understand the industry that we serve and especially the needs of our members, student candidates and corporate customers, and capability to lead use of on-line technology to engage members and enhance our CPD offer.

A competitive salary is offered subject to experience, with benefits.

The role is full-time. CIBD operates a hybrid working policy for all staff with some attendance required at the London SE1 office. The CEO's role is thus flexible in location, but regular office presence is essential, with some national and international travel. The applicant must have the right to work in the UK.

For further information and to request a copy of the application pack, please contact our retained consultant Julie Carling.

- julie.carling@carlingrecruitment.com
- 01483 893100.

The deadline for receipt of applications is Friday 21st August 2026.

Initial interviews, which may be on-line, will be held in the week of Tuesday 1st September.

Final interviews are planned to take place in London on Thursday 17th September.

Brief history of the Institute

The CIBD was originally formed as The Laboratory Club in 1886 when there were almost 20,000 licensed breweries in the UK, but science and technological advances were starting to drive process change across the industry. It became the Institute of Brewing which promoted scientific studies while the interests of more practical brewers were represented by the establishment of the Incorporated Brewers Guild in 1906.

However, as the brewing industry rationalised in the late twentieth century, with lower beer sales, less collaborative research and the major brewers being absorbed through international mergers, these two bodies merged to form the IGB in 2001, and then to incorporate the interests of distillers to become the Institute of Brewing & Distilling in 2006.

The IBD progressively grew its membership and the scope of its educational offering and was granted a Royal Charter in 2025, to become the Chartered Institute of Brewers and Distillers. It has annual sales of over £2.5 M, with 23 staff and 60 contracted tutors and examiners to meet the needs of our 2,700 members across 90 countries and 3,000 examination candidates each year. The CIBD continues to offer a home, both physical and now virtual, for brewers and distillers to share knowledge and enable excellence in their professional lives.



Message from our President

“The Chartered Institute of Brewers and Distillers is one of the most distinguished, global educational organisations in the industry, with roots steeped in tradition and guided by a strong sense of purpose and passion for professional growth and development.

This is the second year since being granted a Royal Charter. The award of chartered status allows us to provide brewers, distillers, and allied industry professionals with a more prestigious globally recognised mark of quality, and to set standards of professionalism and performance.

Like other chartered professionals in areas such as engineering and accountancy, these standards are specific to the brewing and distilling industry and will assist members and course candidates to prosper in their careers. This in turn contributes to a thriving industry of knowledgeable and connected professionals.

As an industry, whilst we stand with others in the broad challenges posed by the economic environment, rapidly evolving digital transformation, and climate change-related sustainability issues, we also have unique requirements. A fundamental one is the need to develop new future-facing, agile skill sets in our workforce. This is where the CIBD continues to play a crucial role.

We are currently implementing a holistic strategy for Continuing Professional Development (CPD) and an extensive digital transformation project to update our systems and further improve the experience for our members and students. We believe that being part of the CIBD community should provide unparalleled access to a philosophy that is dedicated to continuous growth and excellence.

Looking ahead, our strategy is to focus on delivering an organisation structure with the capability and capacity to systematically scale our global strategy, whilst finding a fine balance between honouring traditions and driving progress to stay relevant and competitive in an ever-changing landscape.

What sets the CIBD apart is its unique and passionate community of highly engaged sections and knowledgeable volunteers, academics, and industry experts. CIBD is well positioned to continue building on its recent Chartered status, supported by a dedicated staff team led by an inspiring CEO, an extensive network of volunteers, and an experienced Board of Trustees.

Thank you for your interest in the CIBD, and I look forward to reading your application.”



Raphaël Grisoni

President

**Chartered Institute of
Brewers and Distillers**

Job Title: Chief Executive Officer (CEO)

Organisation: Chartered Institute of Brewers and Distillers (CIBD)

Accountable to: Board of Trustees

Responsible to: President (Chair of Board of Trustees)
Contract Terms: Permanent, Full-Time (35 hours / week)

Location: Hybrid working from London office, requiring some national and international travel

Salary: Competitive salary subject to experience, plus benefits

Direct Reports: Senior Management Team (SMT)

Purpose of the Role

Deliver Charitable Mission:

Drive professional education to engage, connect, and transform, enabling high-performance outcomes for individuals and their companies.

Support Career Development:

Empower professionals and advance their careers within the brewing, distilling, and allied industries.

Foster Global Community:

Ensure CIBD remains a thriving international membership organisation where members flourish, collaborate, and contribute to its social purpose.

Core Responsibilities

Strategic Leadership & Governance

Trustee Advisory:

Guide and inform elected trustees based on informed, accurate advice to ensure good governance, compliance, and strategic decision-making.

Organisational Agility:

Keep CIBD forward-facing and open to new ideas to create and exploit external growth and partnership opportunities.

Position Review:

Continually evaluate CIBD's industry standing to respond to changing professional and educational needs, basing decisions on a sound understanding of complex circumstances.

Risk Management:

Oversee, plan, and mitigate all strategic risks, ensuring full compliance with relevant legislation and good charity governance.

Operational & Financial Management

Annual Operating Plan (AOP):

Lead the development of the AOP to meet CIBD's objectives and set clear KPIs to track progress.

Budgetary Control:

Prepare a budget that utilizes resources effectively, oversees financial control, and takes timely action to manage variances.

Process Improvement:

Consistently seek system and process enhancements to drive efficiency across organisational functions.

People & Culture:

Manage the performance, development, and well-being of staff to create a fully inclusive, diverse, and high-performance work environment.

Member & Stakeholder Engagement

Community Growth:

Develop strategies for increasing stakeholder engagement, membership size, and subsequent commitment to the profession.

Strategic Relevance:

Collaborate with trustees, Council, and members to ensure strategic intentions align with the needs and aspirations of current and future members.

Member Ethos:

Understand and preserve the industry's proud tradition of collaboration, knowledge sharing, and mentoring younger professionals.

Reputation Enhancement:

Ensure CIBD's global reputation is elevated through its core exams, regional section educational events, and member conferences.

Person Specification

Functional Knowledge:

Strong experience across key corporate functions including HR, ICT, finance, business development, sales, marketing, communications, customer services, and risk management.

Digital Transformation:

Proven experience and understanding of digital transformation and utilizing digital technology for continuous professional development.

Strategy Execution:

Demonstrated ability to lead strategy development that enhances professional excellence, community engagement, and member value.

Industry Awareness:

Critical analysis skills regarding the drinks industry landscape and its potential for commercial development.

Leadership Track Record:

Ability to motivate staff, monitor results, take timely remedial action, and influence organisational culture change.

Values & Interpersonal Attributes

Probity & Integrity:

A high level of personal and professional integrity, especially when handling confidential and sensitive information.

Inclusion Commitment:

A demonstrable commitment to equality, inclusion, and diversity, with the ability to translate these values across the organisation.

Stakeholder Diplomacy:

Strong communication and negotiation skills to win support from internal and external stakeholders, building networks and partnerships at a senior level.

Credibility & Resilience:

High personal motivation, resilience, and political acumen to act as an ambassador for CIBD while remaining open to challenge and alternative views.

Key Working Relationships

Internal:

President, Treasurer, Deputy President, Trustees, Council, Section Officers, Senior Management Team (SMT), staff, and member volunteers.

External:

Members, examination/course candidates, current and future corporate partners, educational institutes/universities, related associations, suppliers, and partners providing bursaries and scholarships.