

— **Director General**
spiritsEUROPE



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European spirits success is based to a huge degree on tradition, know-how and secret recipes handed down through generations. The existing 47 spirit categories like rum, whisky and vodka, and the over 250 geographical indications (GIs) registered in Europe, such as Cognac, Irish Whiskey and Polish Vodka are clear indications of a sector rooted in culture and tradition.

In many EU Member States, the spirits sector has a strong cultural tie and close links to agriculture. With over €9 billion in annual exports, the European spirits industry is one of the largest exporters in the agro-food sector. Sales of European spirits generate over 1,200,000 European jobs, either directly, or in support industries and the hospitality sector.



What You'll Do



Role Title:

Director General (DG)

Reporting to:

spiritsEUROPE President and the spiritsEUROPE Board

Remuneration:

Commensurate with his or her level of experience

Location:

Brussels, Belgium

Centuries of skill, culture and tradition go into making the fine spirits our industry produces.

spiritsEUROPE proudly represents this valuable agri-food export sector and, with it, the interests of 31 associations of spirits producers as well as 11 leading multinational companies.

Distilled spirits are as diverse as the EU itself, spanning 47 product categories and including a host of geographically-specific products that contribute to the culture of their regions (250 GIs).

The secretariat is composed of eight staff including the Director General.

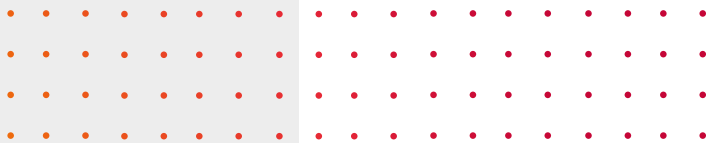
There are 4 Standing Committees in spiritsEUROPE as well as ad-hoc working groups dealing with specific policies or technical issues, such as Environment & Sustainability. They are open to all the members, meet at least 3 times a year

and position papers are formulated based on consensus reached within each committee.

The General Assembly is the decision-making body of spiritsEUROPE and meets twice a year. It sets the direction of the organisation, agrees the budget and approves the organisation's strategic plan for the forthcoming year. It consists of all members of the organization, each represented by a permanent delegate.

The Board fills the gap between General Assemblies, ensuring urgent decisions are not delayed unnecessarily. It comprises the President, the Treasurer and 3 representatives of national trade associations and 3 representatives from the multinational companies.

Corporate members participate in spiritsEUROPE via the European Spirits Companies Liaison Group (ESCLG) asbl, based in Brussels. The aim is to help drive spiritsEUROPE's priorities and activities and support the advocacy capabilities of the Spirits industry network in Europe.



spiritsEUROPE Mission

spiritsEUROPE's mission is to represent, defend and promote the European spirits sector and help members achieve sustainable business growth.

spiritsEUROPE objectives are to:

- Promote understanding of the European spirits industry to European & international decision-makers, notably of its vital economic role.
- Defend the freedom to produce and market spirits in a responsible way by securing appropriate legislative conditions for production, marketing, distribution and sale of spirits in Europe.
- Secure no discriminatory treatment of spirits in comparison to other alcoholic beverages: all drinks are equal, why treat them differently!
- Secure the proper functioning of the EU Single Market as well as free and fair access to third-country markets while promoting sustainable development, social and human rights.
- Engage with spirits producers, their suppliers and distributors in the value chain in a transformative journey to be 100% sustainable from #Farm2Glass by 2050.
- Encourage the industry to implement high standards for marketing communications.
- Stimulate responsible drinking across the EU.
- Identify and share good practices across the EU with those involved in harm-reduction prevention programmes.
- Provide on-labels and online meaningful information to consumers on energy value, ingredients and nutritional information.
- Invite the European Commission to initiate a thorough reflection on the potential digital means have to communicate more efficiently and in a personalized way information to consumers.
- Promote the protection of EU GIs and categories of spirit drinks

Director General Role Objectives

The Director General (DG) is in charge of the implementation of the spiritsEUROPE strategy and the delivery of its objectives, in accordance with the instructions from the Board and General Assembly. The DG monitors the external environment to identify changes/threats that might require adjustment to the strategy. In addition, the DG leads and develops the staff, ensures the organization is fit for purpose, and oversees general administration of the organisation. The DG ensures associations and companies receive clear value for their membership.

Director General Role Responsibilities

Planning

The DG is in charge of proposing, developing and implementing the strategies and plans necessary to meet spiritsEUROPE's objectives.

- Lead the development of spiritsEUROPE strategic and operational plans
- Report to the Board and General Assembly
- Challenge the membership to consider new approaches when circumstances change
- Adapt spiritsEUROPE activities and organization to meet the changing needs of members and the industry



Leadership and Management

The DG is responsible for the leadership and management of the organisation, standing committees and working groups to ensure they deliver the agreed plans within budget.

- Manage performance and ensure the achievement of organisation's objectives
- Coordinate key issues and activities with standing committees and members
- Manage spiritsEUROPE staff, accounts, systems, premises, members effectively and sustainably
- Lead annual performance and compensation reviews for staff
- Enhance the effectiveness of the staff through thoughtful development, excellent recruitment, and appropriate organizational changes when needed
- Ensure on-going development of the organisation and succession management
- Contribute to new or innovative approaches to policy and operational issues

Lobbying

The DG ensures the interests of the European spirits industry are convincingly presented to the Commission and relevant EU institutions. The DG will also represent the European spirits sector before other international institutions e.g. OECD and WHO and peer associations (IARD, Discus, Apiswa, etc). The DG coordinates efforts with national associations and also manages spirits sector relations with other alcohol sectors, other business associations, and with NGOs at EU level. When appropriate, the DG oversees spiritsEUROPE engagement with national governments within and outside the EU.

- Build relationships and act as the leading spokesperson for the sector with the Commission, Parliament and media
- Work with national associations to influence Council Ministers and MEPs

- Ensure more visibility of spiritsEUROPE activities at national level
- Liaise on issues, build relationships and identify opportunities for closer cooperation with other professional associations
- Promote the organisation's activities and positions through presentations, speeches, articles and publications
- Refute and advocate for the industry when false or misleading claims are directed against it

Marketing and Member Service

The DG is responsible for ensuring spiritsEUROPE meets members' needs and for expanding and strengthening its membership

- Recruit, support and provide outstanding service to members
- Maintain close liaison with, and up to date knowledge of, members' needs
- Organize members to share best practice and support each other as the need arises

Finance and Resources

The DG will manage the budget and resource allocation to ensure spiritsEUROPE has adequate resources to meet its objectives.

- Develop the annual budget in conjunction with the Treasurer and manage its implementation
- Submit budget for consideration to governing bodies and report on its implementation
- Identify and organise effectively the resources of the organisation within the approved budget, ensuring all strategic priorities are advanced and interests are represented and protected

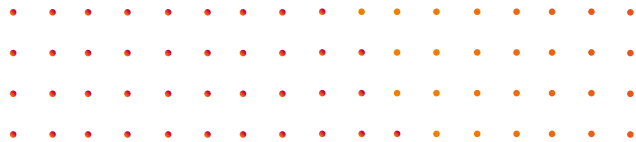
Support

The DG will help full-fill ad-hoc requests from President, its governing bodies and members.

- Provide advice and support to the President and governing bodies in their duties
- Any specific request by the President, governing bodies and members

Profile And Qualifications

- Demonstrated ability to develop and lead high-performing diverse teams and to manage day-to-day operations
- Superb communication and influencing skills
- A successful record in managing a European trade association is a plus.
- Demonstrated ability to manage and develop the members of a high-performing team
- Excellent organizational and prioritization skills
- Access to European policymakers, particularly senior Commission staff and MEPs
- Strategic thinking capability
- Ability to work effectively with multiple and diverse stakeholders
- M.S. degree is required, higher degrees a plus
- Exceptional written & spoken English, and fluency in at least one other European language, ideally French.



Recruitment Process



The specialist executive search firm Dober Partners has been retained by the Board of spiritsEUROPE to draw up a shortlist of prospective candidates against the criteria set out in this document, and using their discretion and expertise to recruit a new Director General together with the Recruitment Committee.

Interviews for shortlisted candidates will take place in Brussels on 13 March 2025.

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