

## **SOCIETY OF BEER ADVOCATES PRESIDENT JOB DESCRIPTION**

### **PURPOSE**

The purpose of this job description (JD) is to clarify the objectives and background of the role President of the Society of Beer Advocates (SOBA). It sets out the competencies and responsibilities of the President.

### **OBJECTIVES**

The objectives of the President are to:

- lead and manage SOBA and the SOBA Committee
- lead the delivery of the SOBA vision and mission
- lead the growth and development of SOBA as a credible and successful organisation
- represent the SOBA membership in the beer community.

### **APPLICABILITY**

This JD applies to the President of SOBA, as voted by the SOBA membership. It can also apply to any SOBA Committee Members whom the Committee agrees can act in the role of President.

### **BACKGROUND**

The President is the head of SOBA. They are elected by the membership into this important role. They are a figurehead for the organisation and must be able to represent SOBA credibly and authoritatively. The President must always act in SOBA's best interests when representing the organisation.

The President is also responsible for working with the Committee to set and deliver the vision and mission of SOBA. They must be able to drive the activities that will lead to SOBA's success as an organisation. The President needs to be a "do-er". They cannot merely direct others but must lead by example and take action to support SOBA's achievement.

### **COMPETENCIES OF THE PRESIDENT**

**Managing vision and purpose:** Is able to establish and communicate a clear vision and purpose, with an eye for the future. Inspires self and others to work to achieve vision through an optimistic approach and an ability to set achievable and realistic goals.

**Action and results oriented:** Enjoys working hard and does so with a positive attitude and a focus on getting things done. Does not shirk from challenging tasks and seizes opportunities. Can be counted on to establish and deliver their obligations and actions and is able to measure their success. Pushes self and others to work for the success of SOBA.

**Team building:** Is able to recognise the strengths of Committee members and draw from them to build a cohesive and effective team. Can pull together a team that works well and delivers results in a collegial and fun environment. Shares successes and lessons learnt with the Committee. Creates a sense of belonging to something meaningful.

**Motivating others:** Is able to lead by example to get things done and inspire others into action. Can create a willingness in people to contribute and get things done in a meaningful and effective way. Invites input from across the Committee and draws from their ideas in a way that creates a shared purpose.

**Communication:** Is able to communicate effectively through a variety of mediums; in meetings and group gatherings, via email and other written communication. Is able to vary their communication style to be fit for the audience and ensure the message is understood.

**Delegating and directing others:** Is able to clearly and appropriately delegate tasks to others, providing appropriate task assignment and expectations. Is able to delegate and distribute workload appropriately and manage delivery across multiple streams of work.

## **RESPONSIBILITIES OF THE PRESIDENT**

The President must work to set and support the vision, mission and future success of SOBA. They must lead regular strategic planning sessions and oversee the development of a credible and achievable annual plan for SOBA. They must work with the Secretary to see that action items and activities are put on the agenda and discussed at Committee meetings.

The President must work with the Secretary to set the agenda for SOBA Committee meetings. They must lead the meeting in an effective way, making sure that all Committee members are active participants in delivering the annual plan and ensuring the success of SOBA. They must make sure that decisions are implemented and actions are completed. The President must work to ensure that the Committee makes shared decisions in the best interests of SOBA and that all Committee members stand as one behind their decisions.

It is important that the President is visible to SOBA members; the President must communicate regularly, through a variety of means, highlight the vision and mission of the organisation and the activities being undertaken to achieve them. They must also be able to engage credibly with the membership on key industry issues and be a spokesperson for SOBA in the wider community.

The President must represent SOBA publicly with the support and assistance of the Press Officer. They must be able to respond to, and engage with, key industry organisations or other stakeholders and to effectively represent SOBA in the media. In these engagements the President must act in the best interests of SOBA, not with self interest.

The President is expected to behave in a way that enhances the reputation of SOBA and does not bring the organisation into disrepute. The President should notify the Committee and the membership of any conflicts of interests and how they will be managed.