



## **American Wine Society Job Description and Duties Director of Education**

The American Wine Society (AWS) is incorporated as a 501(c)(3) non-profit organization whose mission is "Promoting Appreciation of Wine through Education."

The Board of Directors will direct and support the work of the AWS with foresight, oversight, and insight and provide mission-based leadership and strategic governance. While day-to-day operations are led by the AWS Executive Director, the Board-Executive Director relationship is a partnership. Appropriate involvement of, direction from, and governance by the Board is essential and expected.

### **Expectations for Each Board Member**

- Thoroughly understand the AWS mission, policies, programs, and needs.
- Ensure that AWS activities and transactions are, first and foremost, advancing its mission.
- Serve as a trusted advisor to, and colleague of, the Executive Director. Be open and honest in communication and opinions.
- Make decisions in the best interest of the AWS, rather than the best interest of any individual.
- Ensure that the AWS complies fully with applicable laws and regulations, and follows its own bylaws, policies and resolutions.
- Maintain confidentiality about all internal matters of the organization.
- Faithfully read and understand all documents discussed by the Board, including AWS financial statements. Make inquiries in a collegial and professional manner to ensure all documents and financial matters are discussed openly and understood.
- Ensure systems, controls and processes are in place to provide prudent use of all assets, including facilities and people.
- Approve the AWS annual budget, conference budget and financial review reports.
- Actively contribute feedback to an annual performance evaluation of the Executive Director.
- Fully prepare for and participate in monthly teleconference meetings and twice-annual, in-person meetings, including one at the National Conference.
- Serve on committees or task forces and take on special assignments, when necessary.
- Be an advocate or brand ambassador for the AWS in non-board and non-AWS settings and conduct oneself in a manner becoming of an AWS leader.

- Leverage connections, networks, and resources to help the AWS fully achieve its mission.
- Sign an annual conflict-of-interest disclosure and update it during the year, if necessary, as well as disclose potential conflicts before meetings and actual conflicts during meetings. Recuse himself or herself from voting if a potential conflict of interest exists on a specific matter under consideration.

## **Qualities and Qualifications for Board Membership**

Board membership is an extraordinary opportunity for an individual who is passionate about the AWS mission, and who wants to serve the national membership and enhance their collective experience with the society.

Ideal Board candidates will have the following qualifications:

- Exhibit a general level of experience, knowledge and participation in activities of the AWS at chapter and regional levels.
- Possess strong communication skills and be able to demonstrate them orally and in writing.
- Be able to act diplomatically and call upon a natural affinity for cultivating relationships.
- Possess the ability to persuade, convene, facilitate, and build consensus among diverse individuals.
- Be known and considered to possess integrity, credibility, and a passion for improving AWS members' experiences through their affiliation with the society.

Candidates for Director of Education should have:

- Membership in the AWS for at least two (2) years.
- Previous responsible positions in chapter, regional and/or national activities.
- Sufficient computer skills to select, train and coordinate educational programming, coursework and instructors.
- Sufficient financial experience to manage educational course budgets
- Willingness and desire to devote the time necessary to properly perform the duties of the position as described.

## **Duties and Responsibilities**

Have overall responsibility for AWS educational programs, including, but not limited to:

- Judge Certification Program
- Wine Smarts
- Assist with Conference Sessions for Educational content

- Select or assign AWS members to all committee, sub-committee and instructor positions needed for AWS educational programs. Present these to the Board of Directors for approval.
- Oversee the activities of the committees and instructors to ensure that goals are being met. Take appropriate action if goals are not being met.
- Assist in designing and introducing new educational programs and subsequent levels of existing programs.
- Work with the Treasurer to determine the appropriateness of the annual educational program budgets.
- Work with the Executive Director and Treasurer regarding expenses and payments needed for educational programs.
- Present annual goals. Strive for continuous improvement in AWS educational programs and make recommendations for changes as needed to achieve these improvements. Present annual end-of-year recap of program success and financial results.
- Work with the Executive Director and AWS News editor to provide articles for each issue on educational topics; recognize members who have completed programs.
- Work with the National Conference Committee in planning logistics and accommodations required for educational programs at the National Conference or other venues.
- Work with the Executive Director and Marketing Committee to promote AWS educational offerings.

The Director of Education serves on the Board of Directors for three (3) years and is eligible to be re-elected.

*Service on the AWS Board of Directors is without remuneration, except for administrative support, travel, and accommodation costs related to Board Members' duties.*

*Updated: March 2024*

**Reviewed and Agreed**

**Approved and Implemented**

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Director of Education

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AWS President or BOD designate