



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

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. As such, 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 scheduled board meetings, whether on-line or in-person, 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 Membership should have:

- The desire and ability to devote the time necessary to properly promote and support chapter development and membership growth.
- Experience as an AWS Chapter Chairperson, an AWS Regional Ambassador, or experience in marketing or member-related services in another organization.
- Membership in the AWS for at least the prior three (3) years.

## **Duties and Responsibilities**

- Be the primary AWS contact for people who are trying to form new chapters.
- Serve on the Board of Directors.
- Provide support to existing chapters that may be struggling to retain or add members.
- Work as a servant-leader with the National Office to develop and implement plans and activities to serve existing members and recruit new members.

- In coordination with the National Office, provide leadership and guidance to support the Regional Ambassador (RA) network.
- Serve as the liaison between the Membership Committee and the Board of Directors.
- Work with the National Office to make sure the AWS has a Chapter Chair manual that is up-to-date and includes things that will assist someone who is starting a chapter (opening bank accounts, creating a website, using social media, tasting ideas, etc). Contribute to the development and updating of this manual.
- Work with the National Office to make sure the AWS has an RA manual that is up to date and includes things that will assist someone who is taking over a region as RA. Contribute to the development and updating of this manual.
- Develop goals for each year as directed by the AWS President and provide updates on performance to those goals as requested by the President.
- Keep a log of chapter chairs and/or regional ambassadors contacted, assistance provided for each, and provide a written report to the Board of Directors at every Board meeting.
- Examine how AWS is satisfying the needs of all three types of members (wine enthusiasts, professional members, amateur winemakers) and suggest ways AWS can improve services to each. Work with the National Office, as needed, to implement these improvements.
- Study member attrition rates and create programs to minimize them.
- Work with other AWS stakeholders to create new programming for chapters to enhance the value of AWS membership. The goal is one new program/year.

The Director of Membership 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: April 2026*