

International Director, The Scotch Whisky Association

The Scotch Whisky Association (SWA) is the trade association and representative body of the Scotch Whisky industry. Its members comprise the vast majority of Scotch Whisky distillers, blenders, bottlers, exporters and brokers, representing over 90% of the industry. The SWA aims to create the best possible business environment in which the Scotch Whisky industry can thrive at home and abroad.

Scotch Whisky is a high quality, much loved and prestigious spirits drink with a global reputation. It is also a major contributor to Britain's economic prosperity. In 2018, the industry exported £4.7 billion worth of Scotch Whisky to 180 global markets, equating to 41 bottles exported per second. The USA remains the largest market by value and France the largest by volume. In broad terms, 35% of the industry's exports go to Europe; 25% to North America; 20% to Asia; 10% to Latin America and 10% to Africa and the Middle East.

The Scotch Whisky industry is a significant Scottish and British economic and cultural asset. The industry boosts growth and supports jobs across the UK. It strongly supports the communities in which and with which it works. It combines the very best of the traditional and the modern.

The SWA is one of Britain's leading trade associations, with a worldwide reputation. It works to ensure that Scotch Whisky remains a dynamic industry in sustainable global growth, and that Scotch retains its place as the world's leading high quality spirit drink.

The SWA leads and coordinates the industry in order to influence governments and decision makers in the UK and overseas, from senior government interlocutors to parliamentarians, commentators, the media and other organisations in order to achieve the best outcomes for the industry across all of its markets on trade, tax, regulation, the environment, legal protection and other issues key to the industry's success.



The Opportunity

The SWA seeks to appoint an International Director to lead the Association's team which works to ensure that the Scotch Whisky industry has fair market access around the world and operates in a competitive global trade environment.

The role involves working closely with the UK and Scottish Governments, national and regional governments in our export markets overseas, with international organisations such as the World Trade Organisation and other partners to ensure that Scotch is exported efficiently and sold successfully around the world. The successful candidate will need to work in close coordination with the SWA's member companies in the UK and globally, prioritising and acting on issues such as tariff and regulatory barriers to trade.

A key element of the role is to drive the right trade outcomes for the industry as the UK's exit from the EU progresses.

Reporting to the Chief Executive, the International Director Affairs will coordinate the SWA's agenda on:

- market access
- trade policy
- the trade aspects of Brexit
- regulatory issues globally



The International Director will need to develop an in-depth understanding of the SWA's members' businesses and needs. They will run a team split between the SWA's London and Edinburgh offices and they will need to travel regularly between the two; as well as to other parts of Scotland, to Geneva and Brussels, and to overseas export markets.

Experience

- Direct professional experience in government or international institutions, on market access and influencing overseas governments on complex issues including, ideally, tax and other regulatory barriers.
- Existing network in a range of institutions in the international field, inside and outside the UK government.
- Proven experience of operating successfully at executive senior level and with clear evidence of people management and team development.



Qualities

- **Credibility:** high degree of comfort with influencing and communicating a point of view to senior external stakeholders up to Ministerial level, in Westminster and Holyrood, in governments overseas and international fora; as well as credibility with senior industry executives
- Intellectually strong with the ability to understand complex issues quickly, find pragmatic solutions; persuade others and drive delivery
- Communications and representation skills: clear and confident in writing and speaking, including publicly
- Able to lead and manage a team across two sites in a collaborative and constructive way, that achieves high performance in all team members
- Ability to play a full role in the SWA's broader Leadership Team.

Benefits

- Competitive salary, plus life insurance and health insurance
- 25 days holiday and public holidays
- Generous group personal pension plan