



Institute of
Cape Wine Masters

DISCOVERING WINE

DUTIES AND RESPONSIBILITIES OF THE EXECUTIVE COMMITTEE

The Executive Committee (hereafter referred to as the EXCO) shall consist of six members of the ICWM. They will be elected at an AGM by the members of the ICWM and shall be elected for a period of one year.

The EXCO shall address the day-to-day business of the ICWM and conduct the instructions received from members at general meetings.

The Chairperson, Vice-chairperson, Secretary/Communications Officer, Treasurer, Marketing Co-ordinator and Education Committee Representative shall be appointed at the time of the election of the EXCO. The Principal of the Cape Wine Academy shall serve on the EXCO in an *Ex Officio* capacity.

All decisions of the EXCO shall be made upon the basis of consensus.

The Chairperson shall be eligible to hold office for a period not exceeding six consecutive years. He/she will stand for re-election into that position at the end of each annual period of office.

1. CHAIRPERSON

- The overarching role is to provide leadership, strategy and secure and maintain sound networks
- Overall organisation and running of the ICWM including strategic planning and key decision-making duties.
- Responsible for making sure that each meeting / AGM is planned effectively, conducted according to the constitution and that matters are dealt with in an orderly and efficient manner.

- Leading the committee and focussing it on strategic issues, overseeing the committee business and setting high governance standards.
- Fostering the effectiveness of the committee.
- Represent the organisation and be its spokesperson at, for example, functions, meetings or media interviews.
- Delegating, leading and motivating members in achieving the ICWM aims and objectives.
- Consult regularly with the Vice-Chairperson and ensure he or she knows enough about the current issues within the organisation to be able to stand in at short notice.

2. VICE-CHAIRPERSON

- Assists the Chairperson by sharing the workload - can play off each other's strengths to manage duties and avoid an imbalanced workload.
- Stands in for the Chairperson when he/she is not available and assists with decision making between meetings.
- Assist and advise the Chairperson on establishing agendas and meeting materials.

3. SECRETARY

- Plan meetings with the Chairperson and agree an agenda with all EXCO members.
- Circulate details of meetings (time, location, agenda etc.) to members.
- Take minutes and circulate to meeting attendees.
- Follow-up with relevant parties on key actions arising from meetings.
- Ensure meetings adhere to procedures of the ICWM constitution (e.g., quorums and election procedures).
- Initiating and responding to all ICWM correspondence (dealing with queries, official correspondence etc.)
- Filing all ICWM correspondence (incoming & outgoing).
- Assists the Marketing Co-ordinator to ensure broader public awareness.
- Managing ICWM membership and keeping accurate record of contact details for members.
- Maintain appropriate records of membership and communication and ICWM documents such as the Constitution.

4. TREASURER

- Creating and maintaining the annual budget.
- Manages the bank account.
- Ensuring accurate and up-to-date records of all income and expenditure.
- Payments to third parties.
- Prepare and issue invoices, incl. issuing of payment reminders to members.
- Seeking approval of the EXCO for major expenditures.
- Preparing financial statements ahead of the AGM, and reports on the ICWM's financial performance at this meeting.
- Spearheads the fundraising effort to ensure the ICWM has the necessary funds to be sustainable.

5. EDUCATIONAL COMMITTEE REPRESENTATIVE

- Providing feedback on and approving/voting of dissertation topics and supply guidance to students.
- Providing feedback on and approving/voting of tasting presentation proposals.
- Function as examiner on the panel for the tasting presentation for CWM students.
- Assisting the Principal of the CWA as and when required.
- Set and mark examination papers (but these are for a fee...)
- Supply feedback to students.
- Participate in "all things academic."
- Provide support, advice, and input to the Principal of the CWA as and when required.
- Suggesting and assisting in securing mentors.
- Consulting with and co-ordinating mentors.
- Assisting with arranging and presenting at seminars when required.
- Managed the WhatsApp broadcast platform where important industry articles and info is distributed to CWM students.

6. MARKETING CO-ORDINATOR

- Promote brand awareness of the ICWM.
- Foster a culture of collaboration amongst all members.
- Interact directly with members to encourage submission of articles and updates of wine events they are directly involved with.

- Assist members who request assistance with written content needed for events or articles.
- Assist the Secretary in collating information from members relating to their wine events.
- Organizing and / or attending wine events to promote the ICWM.
- Prepare content for the publication of marketing material across all media lines.
- Interact with media and set up interviews as and when required.
- Work with service providers and associates to collate data from social media postings to track reach of posts.
- Work within an approved budget to grow our presence within the industry through Public and Educational tastings.
- Custodian of corporate identity and branding collateral:
 - ensure correct and approved use of CWM title and branding by members, including electronic signatures.
 - making sure that the CWM corporate identity (logo, font, colour) is used correctly on any PR, digital and print material as well as material such as banners, badges etc.