

# Brewery Liaison Officer

## Role summary

## Essential role

**Would you like to improve your knowledge of brewing and beers while doing an important job for CAMRA?**

As a Brewery Liaison Officer (BLO) you'd be the main contact between a brewery and CAMRA, visiting regularly to find out about the brewery and update CAMRA on plans for the brewery and the beers they produce.

### The role involves

- Establishing a good working relationship with the brewery, finding out about brewery innovations, new beers and CAMRA views and information on them.
- Visiting the brewery on a regular basis (typically quarterly) to talk with the owner or brewer.
- Providing regular reports to the Regional Brewery Liaison Co-ordinator (BLC).
- Informing local branches about brewery news.
- Maintaining the brewery's information in the Brewery Information System (BIS).
- Proof-reading and compiling the brewery description for the Good Beer Guide.
- Checking that your brewery and beers are eligible for the Champion Beer of Britain Competition (CBoB).
- Liaising with local Tasting Panel Chairs to ensure beers have full tasting notes.
- Helping to organise any CAMRA campaigning activity that may involve the brewery.
- Letting local CAMRA magazines know of newsworthy items.

### Useful skills and knowledge

- Good interpersonal and communication skills.
- Access to a computer and the internet (essential to carry out the role).
- An understanding of CAMRA Tasting Panels and CAMRA Beer Styles (training is available).
- An understanding of CAMRA definition of Live Beer/Real Ale and different container types (information is on the CAMRA website).
- An understanding of the CAMRA Champion Beer of Britain Competition (CBoB) would be an advantage (guidance is available).

### Time commitment

- A few hours every quarter is typical to visit and maintain contact with the brewery plus time online to update BIS and submit quarterly or periodic reports.

### Information and support

- Information on [CAMRA beer styles](#) is in the [Real Ale, Cider & Perry Campaigns](#) section of the member's website.
- Information is in the [Brewery Liaison page](#) of the CAMRA website.
- For more information about this role contact your [Regional Brewery Liaison Co-ordinator](#), [Branch Chair](#) or [Regional Director](#)

You can also contact [volunteer.services@camra.org.uk](mailto:volunteer.services@camra.org.uk)

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*Regional roles*



Campaign  
for  
Real Ale