

**Job Description:****Full Time Marketing and Admin Co-ordinator**

(We would also consider a role of a minimum of 4 days per week)

Job Description:

This is an exciting opportunity to become part of an enthusiastic, hardworking team. BellaCrafts is a varied, busy and great place to work with a mixed customer base. Our Craft Centre is open 7 days a week offering a range of workshops and activities for all ages and abilities. As well as running a heavy programme of events at BellaCrafts and throughout the South we also run our busy craft shop. We deliver workshops for schools and businesses, events in shopping centres, festivals, schools, annual events and more.

As well as joining our team to work at the centre we are looking for someone to organise, manage and deliver successful marketing campaigns. As a growing business, we are investing more and more in our marketing and we appeal to many different markets and advertise across many different platforms. This role provides the opportunity to promote across social media daily, build and grow your portfolio and implement your own ideas to further grow the business. This role will be great fun, varied, working with a very supportive team.

We want BellaCrafts to be the very best Craft Centre you can visit and to build on our customers consistent experiences that we deliver. We are looking for someone to have exceptional customer service and sales skills with a keen eye for detail to support our marketing plans and admin co-ordination.

We feel this is an exciting job role as it can be expanded to develop candidates skill set and see training and personal development.

Job title: Full time Marketing and Admin Co-ordinator / we would also consider a role of a minimum of 4 days per week

Location: BellaCrafts Fair Oak, The Barn, Fair Oak Garden Centre, Winchester Road, Fair Oak, Eastleigh SO50 7HD and external events cover

Responsible to: Managing Director and Deputy Director

Overview: Your role will cover day to day running of the centre, supporting and implementing the marketing / promotions strategy and co-ordinating admin including follow up and customer enquiries. Your role will also support the growth of the external events programme and busy social media strategy. Therefore we are looking for an exceptional team member to join the enthusiastic team at BellaCrafts. The successful candidate needs to have a passion and drive to see a small business thrive. You will need a keen eye for detail and want to excel in our environment. BellaCrafts is a busy business with varied activities with a focus on flexibility, affordability and fun. Every team player needs to be hard working, professional and have a can do attitude. We always look to drive BellaCrafts forward with expansion plans set for 2018 and we look forward to you joining us!

Salary: Dependent on skills and experience. We see this position as a role to develop and grow with emphasis of further opportunities and best use of skill set

Hours: Your position is full time (40 hours per week) on a flexible rolling rota and will include some evening and external event cover. Within your contract set days will be covered. Weekend work is expected but not every weekend. Flexibility is required and your hours may change to cover for absences and to meet business needs as required. We would also consider a role of 4 days per week.

Location: BellaCrafts, The Barn, Fair Oak Garden Centre, Winchester Road, Fair Oak, Eastleigh SO50 7HD Plus external events

Key Responsibilities:

- Day to day running of the Centre
- Meeting sales targets
- Selling and advertising all BellaCrafts services always with the view to drive more traffic
- A key role within our marketing and social media plans
- Co-ordinate our social media platforms
- Support growth of our blog, monthly ideas, designs and newsletter
- Plan, deliver and oversee in house and external activities / promotions and seasonal trends
- Increase awareness and customer base
- Provide and oversee admin support
- Co-ordinate customer enquiries
- Follow up opportunities
- Support business growth with support

Key Metrics:

- Weekly, monthly and annual sales targets will be set
- Regularly reviews of effective performance
- Key objectives will be set and time measurements in place
- Strong emphasis to increase awareness, customer base and sales
- Regular meetings, planning, and objective setting
- Continual support and training will be given

Person Description:

- Previous qualifications not essential but experience and passion needed
- Preferred experience of some or all: retail, event management, social media planning, business planning and strong written communication skills
- Understanding the importance for growth and sales
- Strong administration skills
- Keen eye for detail
- Experience of working with the public including children
- Excellent customer service skills
- Strong communicator both spoken and written
- Trustworthy and reliable
- Can work on own initiative and part of a team
- Enthusiastic
- Self-motivated
- Creative
- Organised
- Can easily multi-task
- Confident with preferred experience or willingness to network, run workshops and talk about BellaCrafts
- Reliable
- Friendly and approachable
- Proficient in IT
- Full valid driving license

You will receive continue training and management support. We see you as being part of our team with the same objectives to grow and continue to thrive as BellaCrafts. We have exciting times ahead!