An amazing opportunity to use your marketing skills to make a real difference.

We’re looking for an outstanding marketer, who understands how to succeed in the B2B world, to come and join the marketing team at Belu.

As an award-winning and market-leading social enterprise, this is a chance for you to truly make a difference in the world.

We are seeking someone who can thrive in a small, purpose-led business, is happy to be strategic and hands-on, is comfortable self-organising, dealing with ambiguity and who loves being innovative.

The small marketing team at Belu is responsible for developing and delivering all our brand and communications activity in this purpose-driven, brand-led business. As well as supporting our commercial team, you will be working directly with our customers and alongside our partners including WaterAid and The Sustainable Restaurant Association.

Our water story

Belu is an award-winning ethical business and a leading UK social enterprise. Our purpose is to demonstrate that there is a better way to do business.

As an ethical business and a pioneering social enterprise that sets the highest environmental benchmark for our industry, we are committed to continually reducing our environmental impact. We are the only British bottled water to be 100% carbon neutral to PAS2060 standard. This was recognised when we received the Queen’s Award for Sustainable Development in 2017 and for Innovation in 2019.

We trade with the purpose of investing 100% of our net profits into our charity partner WaterAid, who we’ve been partnered with since 2011 to reach people in poor countries worldwide with clean water, decent toilets and good hygiene. To date we’ve generated over £4M, transforming the lives of over 270,000 people.

Supplying the UK’s restaurants, bars, cafes, catering and hotel industries with bottled mineral water, in-house filtration & bottling systems and refillables. Belu is served in outlets as diverse as Belmond Le Manoir aux Quat’Saisons, Firmdale Hotels, Ace Hotel, Drake & Morgan Group, Cafe Rouge, Limewood & The Pig, Gail’s and Zizzi.

Our achievements are dependent on successful and sustainable trading, as 100% of Belu’s revenues come from trading. As a small and agile team, we have grown the business to £6m turnover and we are on track to hit the milestone of generating £1m profit per annum to transform lives through access to clean water, sanitation and hygiene education.

You’ll be:

- Knowledgeable and gifted in various communication channels.
- Bringing a solid track record in B2B marketing communications, brand management or campaign management.
- Social media savvy; a great communicator; you’ll be able to write engaging digital content from blogs to social media posts.
- A great relationship builder, who will be confident representing Belu at external events and meetings and building valuable relationships with our key partners.
- Someone with creative flair and the ability to brief and project manage projects from concept development.
- A stickler for attention to detail, grammar and spelling.
- Highly organized and pro-active, with the ability to work on multiple projects at once in a busy environment.
- A great fit with our values and comfortable with working flexibly and remotely.

Your key responsibilities will include:

- Working with our Trading teams to plan and lead customer retention activity - aiming to move customers up the engagement pyramid.
- Working with the Head of Marketing in developing and delivering the overall communications plan.
- Managing our agency relationships to deliver brilliant, on-brand marketing campaign design briefs.
- Responsible for our tone of voice and ensuring we stay on-brand across communications activity.
- On-boarding new customers, ensuring our new customers receive a great first experience of partnering with Belu.
- Development of tailored presentations and sales support materials.
- Be an ambassador and role model for our brand, ethics and values.

**Based:** Belu enthusiastically supports remote, flexible and part-time working - so wherever makes the most sense - noting that our HQ is in Hatton Garden, Central London. As most of our customers are based within the M25, the ability to travel easily and frequently to London is required.

**Salary:** Basic salary of up to £40k for full time with additional benefits as a part of the overall package. A feeling of purpose, reward and job satisfaction way beyond the financial.

**Role:** Marketing Manager.

**Reports to:** Head of Marketing.

**Applications:** To apply for this role, please submit a CV and cover letter explaining how you fit with the role and our values to recruitment@belu.org. Closing date for applications Monday 23rd March 2020.

For further questions please contact recruitment@belu.org. Strictly no agencies.
Appendix 1 - Our Values

Balancing our impact

We think, environment first, always. Balancing our impact on the planet with a sustainable business model whilst maximising our social aims, delivering an overall net positive result. We consider our environmental impact in everything we do, continually looking for ways to remove or reduce it. We look for opportunities to inspire and influence others by setting new standards for what good business looks like.

Good for our customers and partners

Through doing good business and being good to do business with we can have a greater overall positive impact. This means us taking the lead in creating constructive and productive partnerships and collaborations. We can achieve much more by working with others than we can ever do on our own.

Ethical, transparent and not afraid to be different

We work in the most transparent and sustainable ways possible, holding ourselves and our partners accountable for ensuring our ethics are not compromised. We are not afraid to be different from other organisations and many times have found success comes from countering instead of following.

Investing not spending

We measure and prioritise carefully, investing our money and time in the activities that have the greatest outcomes. Our investments must be sustainable because we are a business, not a charity. Being frugal encourages us to be resourceful and creative, finding solutions and making big things happen with small sums of money. We know that £15 can transform a life long term and view all investment decisions through this lens.

Entrepreneurial with high standards

We are willing to try new things and take calculated risks in order to succeed. We identify opportunities that are aligned with our strategy and act on them with pace. Inevitably we make some mistakes and value the chance to learn so we can quickly correct and not repeat them. We never settle for ‘good enough’, and are always determined to achieve high standards, even when doing so is hard.

We all take accountability

We are a deliberately small team and need to work hard, together, to achieve our ambitions. Doing so with mutual trust and respect, always willing to challenge and support each other. We value the unique talents, skills and experiences that we all bring and are open-minded to continually learning. It is only us that can make a difference in this organisation and we do so by willingly taking accountability.