

A dynamic background of water splashing and bubbles, with a bright white center and darker blue edges. The text is centered over this background.

BELU
DRINK THE
DIFFERENCE

WELCOME TO BELU

We couldn't be more excited about the future of Belu. In addition to working towards our new purpose of 'changing the way the world sees water', we'll be scaling the business internationally and launching a new drinks range in 2021.

We're looking for talented, values-led and ambitious (about putting people and the environment first) people to join our team. If you love the hospitality industry, food and beverage businesses, sustainable and regenerative living and closed-loop recycling, then you'll love the day-to-day buzz of work at Belu.

We offer all the usual work benefits, but they have been progressively enhanced to support an equitable, diverse and inclusive culture. We are a remote team, therefore you can be based anywhere in the UK, as long as you are able to travel (when we can) to London for team meetings and to customers (all over the UK) when required. For the Business Development Lead we prefer a London or South East base to ensure we are keeping regular travel into London as carbon-low as possible.

The closing date for applications is December 1st at noon. Applications made before this date will be read, we're keen to get conversations started.

If you are interested in making a difference in a commercial business that believes in a lot more than just making money and growth for growths sake, then we might just be the perfect fit. We can't wait to meet you!

Nat & Charlotte
Co-CEOs BELU

OVERVIEW

LOCATION

We are a fully remote team, you can be based anywhere in the UK as long as travel to London is easily accessible, as we plan on meeting at least once a week post-lockdown.

SALARY

All salaries are listed for each individual role.

WORKING HOURS

Full-time but working flexibly, unless otherwise stated.

START DATE

Flexible start date between January and March 2021. We are planning on getting the whole team together in January, COVID permitting.

SUCCESS CRITERIA

The business purpose is to change the way the world sees water, this is what we're measuring ourselves against. Each role then plays a specific part in making this happen. More info given later on each role.

TO THRIVE AT BELU YOU NEED TO BE

- Committed to making a positive difference to the lives of others and the environment
- Commercially astute and interested in the detail of what makes a business work well internally and externally
- Interested in your own personal and professional development
- Enjoy meeting people, good food and drink, it's our thing...
- Anti any form of discrimination

HOW TO APPLY

The application process is slightly different to the norm. You don't need to send a CV or statement as we're keen to find out what you can do, not what your CV says.

There are three parts to the application and you will need to complete all of them in order to apply.

Please send your application response by noon on December 1st to recruitment@belu.org

1 YOUR PITCH

Please answer the following questions, regardless of the role you are applying for:

- What does our purpose 'change the way the world sees water' mean to you?
- What is the biggest business opportunity and/or challenge for Belu? (You can choose one or both)
- What 3 things would you propose to tackle it/them?
- If we invested £25,000 in one brand activity/activation what would it be and why?
- What is your unique value to Belu and how can we make the most of it?
- What does success look like for you in your role and career in over the next year?

You can answer the questions in any medium, a video, pitch deck, a product build, whatever you think will make us sit up and take notice.

2 ABOUT YOU

To get to know you a bit more we'd like a one page document that tells us why you'd like to work at Belu and what you have done in life (because there is more to life than work) that means you can deliver successfully in the role.

3 MYERS BRIGGS

We're curious people and believe thought diversity is important. Please tell us your Myers Briggs Personality Type, there are no wrong or right types so don't worry about the answer you receive. Nat's profile is INFP and Charlotte's is ISFJ...over to you. If you need a link to a free test try [this one](#).

ABOUT BELU AND OUR PURPOSE

ABOUT BELU

BELU BEGAN WITH A SIMPLE IDEA...

...that there was a better way to do business.

That through business, we could do more than make money, we could help solve some of the world's problems too.

In drinks, our mission is to show that a business can deliver an environmentally improved and sustainable offer in the market.

We think environment-first in everything we do and give all of our profits to the charity WaterAid to help transform lives worldwide with clean water worldwide.

We work primarily with the UK hotel, restaurant and catering sectors to fulfil their water requirements with the lowest carbon footprint possible. Whether that's mineral water, filtration systems or refillable bottles, we work closely with our customers to find the best solution for their business and the planet.

OUR 10-YEAR HORIZON

Belu is a drinks business that puts people and the environment first. Our purpose goes beyond our products, by 2030 we will change the way the world sees water.

Belu is powered by this purpose and it is our promise to every person who chooses to buy us, it is core to every product and service we sell and all of our profits are donated or invested in pursuit of it.

We will measure our success in three ways:

1 FEEL GOOD

Inspiring 100 million people to drink the difference – water is a powerful life essential.

2 DO GOOD

Through our impact partner, WaterAid, we will bring water to everyone, everywhere, transforming hundreds of communities around the world through clean water and sustainable sanitation.

We will invest in circular economy and regenerative system innovation, stopping the cycle of packaging waste polluting our natural world and removing plastic from oceans, beaches, rivers and canals.

Continuing to be a certified Carbon Neutral business – look-up PAS2060 - it's the official certification.

3 LIVE BETTER

Business with purpose – challenging old economic systems and championing real harmony between business, society and the environment.

OUR PURPOSE

**Water. So simple, yet so powerful.
It gives us life. Hydrates, cleanses and makes us all feel more alive.
A drink of water can transform one person and it can transform millions
of lives.
Just by being water.**

**At Belu, we believe something as simple as water can make a difference
to some of the local and global challenges we face.**

**So, our promise to you is clear, by 2030 we will change the way the world
sees water.**

To create:

A better world.

A less wasteful world

A world where we put the environment around us first.

**Our method is clear, we are powered by ethics and we give away all our
profit in pursuit of this promise.**

And we invite you to join us, to choose us.

By choosing us, you are drinking the difference.

Belu. Drink the difference.

**We have moved away from the
traditional vision/mission
framework and profit-first model to
embrace a forward-looking purpose
statement that sets the tone for who
we are over the next 10 years.
This invitation is for everyone in the
Belu ecosystem.**

SO MUCH MORE THAN TAPS AND TOILETS

Since 2011, we have invested over £5million in WaterAid's work of bringing clean water and decent toilets to everyone, everywhere.

In 2017, some of the team travelled to Madagascar to see some of that work come to life. We saw first-hand the power of clean water, not just in the immediate sense of how it impacts health and safety, but in how it allows people to access opportunities that were not available before, giving whole communities the space to thrive.

“We met Madam Holy in Ambatoantrano. Her story really inspired me, as it brought to life how access to clean water is just the very beginning of the story and there is so much positive change that follows once you have that basic right of clean water. Madam Holy is a very active member of her village community and she is an entrepreneur with her own shop. She also farms food and raises animals, gives credit to her neighbours and has many more business ideas for the future.”

[Hannah Plackett-Smith, Belu Water.](#)

“We don't waste time collecting water any more. My husband was involved in the planning of the water point. People felt really happy that we were going to have clean water, so they were really motivated to help build tunnels for them. It was only a year ago that we received these water points and I am now a member of the water point committee. My husband and I have a vision for our shop and the future of it.”

[Madam Holy.](#)



OUR RANGE

Stops 1,000 plastic bottles entering our oceans



Made from 100% recycled plastic bottles



UK made Lightweight Ethical Glass



Belu Filter reduces reliance on single-use





Belu is a pioneering social enterprise, demonstrating the global impact that a business can achieve whilst prioritising social change. Since our unique partnership began in 2011, Belu have donated over £5 million to WaterAid's work, helping transform lives with clean water and decent toilets bringing us closer to achieving the UN Sustainable Development Goal 6.
—Tim Wainwright, Chief Executive of WaterAid UK



The introduction of its free water filtration system in 80 sites is having a big impact on the food service sector. Each participating restaurant is saving at least 12,000 single-use bottles a year, staff and customers' awareness of the value of water has increased.
—The Sustainable Restaurant Association



We're proud to sell the most environmentally-friendly water bottle option available in the UK alongside our Pure x Belu reusable bottles to encourage people to refill anytime for free at our filtered water stations, even without making a purchase.
—Spencer Craig, Co-Founder of Pure



Working with Belu has given us a quality product that has a great story behind it – and helps us fulfil our mission to responsibly manage our resources to help our people, our guests and our planet.
—Steve Packer, Director of Supply Chain and IT at Pizza Hut Restaurants

THE ROLES

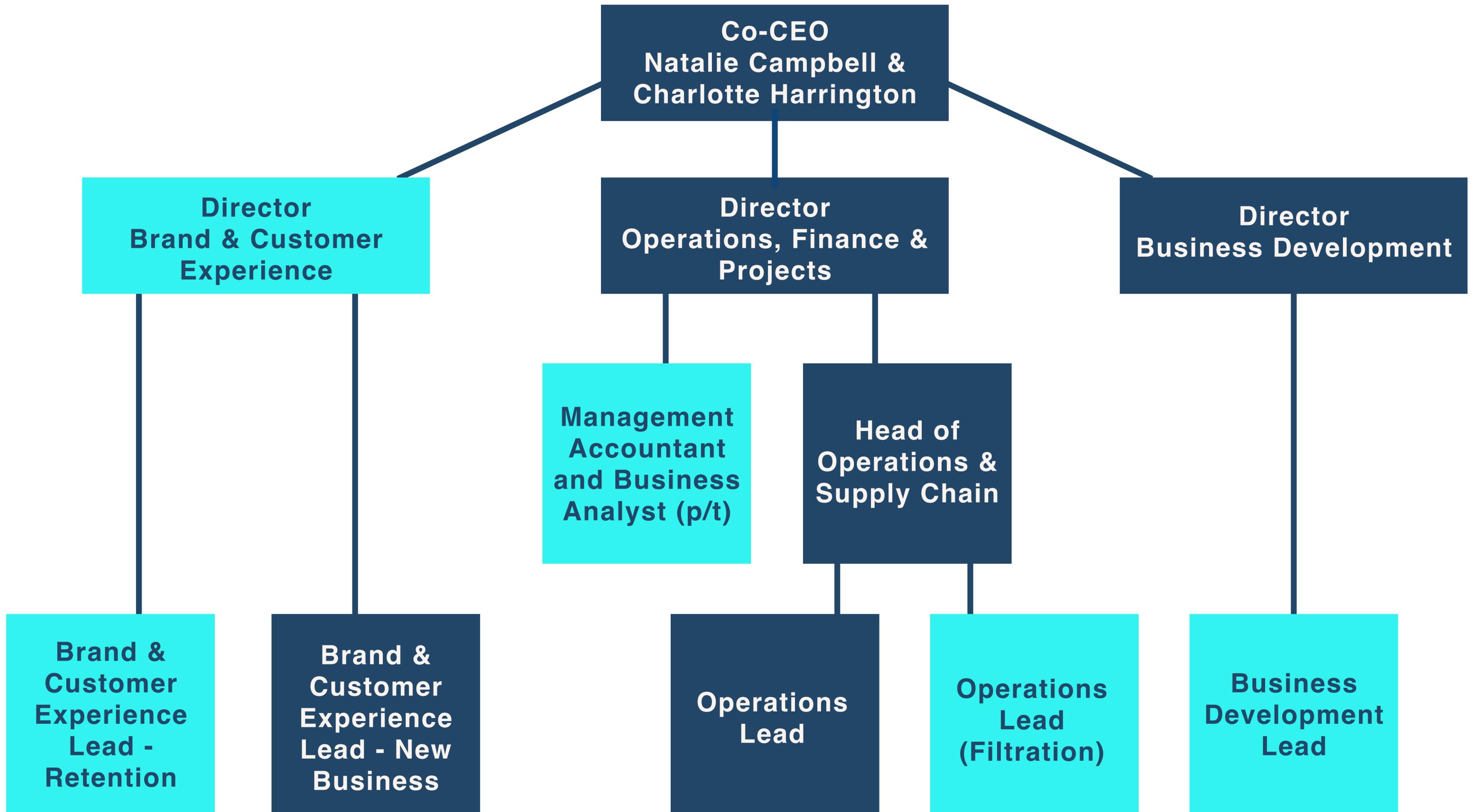
Belu is a small, but perfectly formed team. We make the most of technology to stay connected, manage business operations and deliver a best-in-class service for our customers. To reach our global growth and impact goals we'd like to welcome new ideas, networks and 'ways of doing' to the team.

We are recruiting five new roles across the business, we are looking for a Director of Brand Partnerships and Customer Experience and a Lead for Customer Retention in the same team.

In operations, we'd love to find an operations whizz that loves to delight customers with service delivery excellence and a Business Finance Partner or analyst to support on financial modelling and the financial strategy as we grow.

In Business Development, we are looking for the first of two new Business Development Leads to help us expand into new market opportunities, increase our customer footprint and grow the sales channels for Belu Filtration, Bottled Mineral Water and our drinks range.

The new roles are highlighted in teal on the org chart on the following page.



ROLE DESCRIPTIONS

BRAND AND CUSTOMER EXPERIENCE DIRECTOR

£75K PLUS BENEFITS

The successful candidate will lead Belu brand communications and the customer (including end consumer) experience. They will guide our purpose strategy and narrative to ensure we are working towards changing the way the world sees water by 2030 in partnership with WaterAid and our key stakeholders. Success will be measured by the meaningful growth of our overall customer and partnership base, successful brand exposure across all channels; and partnerships that deliver clear social and environmental impact. They will lead new product and market launches in the UK and overseas. They will be the champion of Drink the Difference and make it 'famously mainstream'.

TO DO THIS YOU WILL

- Champion the Belu purpose and ensure it comes through in everything we create, make and sell, both internal and external
- Own and direct the relationship with our primary impact partner, WaterAid and other key stakeholders including advisory boards
- Lead the BCET team and delivery partners to be high performing with clear objectives and forward plans
- Profoundly understand our customers, the end consumer and consumer consciousness to know where we fit, how we can influence and drive sales and purposeful change
- Own the brand story and make it real for the team, our customer and the end consumer

BEHAVIOURS

- An inspired, entrepreneurial leader that loves to make amazing happen
- A great connector with commercial acumen and creative vision
- As well as a creative thinker, they will be an ace project leader with a keen eye for detail to ensure the small things are never forgotten or missed
- Creative, entrepreneurial and commercial approach to designing processes and financial objectives that meet our business needs
- Glass-full, team player that rallies their immediate team and everyone in the business around our purpose, especially when times are challenging, or uncertainty is prevalent
- Detail driven and evidence-based challenger to big ideas and growth, taking a pragmatic view of what we can do and the timelines associated
- Can-do, making the seemingly impossible possible in partnership with executive, board and advisors, and supply partners
- Calm in a crisis
- Tenacious, decisive, commercial & entrepreneurial

BRAND AND CUSTOMER EXPERIENCE LEAD - RETENTION

£40K PLUS BENEFITS

The successful candidate will design and deliver creative campaigns and engagement plans to convert customers to 'Gold' advocates that actively believe in the Belu purpose. Success will be measured by the number of customers retained on an annual basis, the level of sales growth for each customer and their engagement with our 2030 purpose. They will turn Drink the Difference into an 'experience' for every customer.

TO DO THIS YOU WILL

- Be in regular, meaningful contact/conversation with all customers and their customers (the end consumer) to invite them to join the Belu journey
- Create up-sell opportunities through brand experience events, activations and partnerships
- Scope robust long-term partnership plans that really excite customers and the end consumer
- Lead on customer renewals and the renewals project plan for the business
- Own the retention plan to ensure we build a meaningful movement of stakeholders

BEHAVIOURS

- A calm and considered listener that understands customer and consumer needs and knows how to respond in a way that works for the business and stakeholders
- A great connector that has vision and can turn ideas into actions quickly
- As well as a creative thinker, they will be an ace project manager with a keen eye for detail to ensure the small things are never forgotten or missed

BUSINESS DEVELOPMENT LEAD

£50K PLUS BENEFITS

The successful candidate will convert new leads to active customers that want to Drink the Difference. They will take our 2030 purpose out on the road and inspire everyone they meet to join us. We're looking for an experienced, resourceful and commercially astute individual. You need to have a proven track record of proactively finding and converting new business opportunities. Ideally you will have knowledge and experience gained in the food and drink, hospitality, consumer goods, retail or wholesale sectors, with great contacts, however this is not essential.

TO DO THIS YOU WILL

- Nail the complete sales cycle – identify, qualify & close quickly in a way that directly aligns to our purpose
- Achieve and exceed new business targets
- Develop direct relationships with major customers in the hotel, restaurant, catering and workplace sectors
- Manage inbound sales enquires
- Find new and creative ways to achieve revenue goals that are profitable
- Love being out and about, a visible presence in our target market
- Delight customers with excellent service from the first 'hello'
- Be passionate about Belu and our purpose

BEHAVIOURS

- Self motivated, full of curiosity and a desire to succeed
- Commercial acumen and confidence with a clear presentation style
- An ability to really listen to customer requirements and make things happen
- Highly organised, resourceful and resilient – definitely a glass half full, can do attitude
- Attention to detail and organised

OPERATIONS LEAD (FILTRATION)

£40K PLUS BENEFITS

The successful candidates will ensure best-in-class operational delivery for the internal team and customers. They will be a keen problem-solver that gets excited about making processes better, more efficient, and aligned to our purpose e.g. aiming for reductions in carbon footprint. Success will be measured in the smooth running of the operations functions, positive customer feedback on deliveries and installs/on-going maintenance and the quality of the processes that form the heartbeat of Belu and our 2030 purpose.

TO DO THIS YOU WILL

- Manage the end to end purchase, sales, order, deliver and install process
- Process rebates, contract renewals and ensure sustainability compliance
- Co-ordinate logistics with our distributors / supply partners when onboarding new customers or managing existing customers
- Handle multiple enquiries from customers across our business through our different channels
- Manage customer queries from start to resolution
- Ensure contracts and service plans are in place for our filtration customers
- Manage pricing to our agreed tenets across our customer base
- Support the delivery of key projects and ongoing process improvement through available technology
- Take a leading role in maintaining our financial controls and liaising with our finance team where required

BEHAVIOURS

- Calm and clear communicator with a bias for action and the ability to recognise when there is a problem, there is always a solution
- Comfortable with ambiguity and confident in making decisions at pace
- In love with numbers and data and able to use them to tell a story about our operations to the wider business

MANAGEMENT ACCOUNTANT AND BUSINESS ANALYST PART-TIME. £40-50K PRO RATA, PLUS BENEFITS

As Business Analyst you will be responsible for overseeing all things finance and managing our outsourced partner to deliver weekly debtors review, monthly management accounts, annual accounts & audit. You will refine our operational finance handbook & processes e.g. rebates, invoicing & look to continually improve through our use of tech. You'll provide data driven insight reviewing & forecasting the opportunities P&L and cashflow projections. As the business evolves and grows, you will be instrumental in scoping & forecasting the opportunity both P&L and cashflow. You will support Co-CEOs on investment pitches as required & ad hoc analysis for board or key stakeholder reviews.

TO DO THIS YOU WILL

- Lead all things finance internally - from reporting and data analysis to upskilling the team
- Present meaningful insights from all our data points to refine how and what we choose to do
- Use tech to further automate finance processes
- Build business cases and support the delivery of innovation projects

BEHAVIOURS

- Commercial acumen, analytical with attention to detail
- Collaborative and able to make finance accessible to all
- Calm and clear communicator with a bias for action and the ability to recognise when there is a problem, there is always a solution
- Comfortable with ambiguity and confident in making decisions at pace
- In love with numbers and data and able to use them to tell a story about our business to the team and partners – we love our annual impact reports!

FAQS

How many roles are there?

We are currently recruiting five new roles, we have more in mind next year and into 2022 as we grow.

Where will I be based?

Wherever you like as long as you can get together with the team on a weekly basis and meet customers and partners. For the Business Development Lead, close proximity to London is ideal, as daily meetings there will be likely.

How often does the whole team come together?

As soon as we can, safely, at least once a week in London or at customer sites. We closed our Hatton Garden office to think more creatively about how we come together and where we spend our time. We will have co-working memberships for anyone that needs a base and we're open to any and all ideas on this.

Can I work flexibly?

Yes of course, however these roles are offered on a full-time basis, unless otherwise stated. We're in growth mode and there will be a false economy in making any of these roles part-time at this stage. The best answer is talk to us about what ideas you have in mind and we can explore.

It is a small team, do you have corporate services?

Yes, we work with the best outsourced services from founder-led small businesses to deliver finance, HR and other support services.

FAQS

Can I apply with a CV and statement if I want to?

Of course, but we believe some people shine in other ways and we're interested in how you'd do the job going forward more so than what you have done before. Show us what you've got!

Why are you asking for Myers Briggs?

Nat Campbell (Co-CEO) is a fan, there are no right or wrong profiles but to ensure we have broad diversity of thought and ways of working we're keen to have all profiles in the business.

I'm confused, this isn't a standard recruitment process?

No, and if you need standard, status quo, all the rules etc, Belu might not be for you. Yes, we're an established, robust business but we have start-up sensibilities and entrepreneurial leaders that like to work in a progressive, creative way.

What is your diversity policy?

We have an Equity, Diversity and Inclusion policy that starts with zero tolerance for bullying, harassment or discrimination and focusses on creating a brilliant culture where everyone can thrive and love where they work, what they do and who they work with.

What benefits do you offer?

Lots. Apply to find out, we think you'll like it.

I have another question – who is the best person to contact?

Email recruitment@belu.org and we'll get back to you as soon as possible.