



We invite you to join Team Belu

Belu is a fast growing social enterprise with a purpose that makes all of us at Team Belu think differently about the way we work.

Started in the UK in 2007, Belu began with a simple idea – that there was a better way to do business. We could do more than make money, we could help solve some of the world's problems too. We're on a mission to change the way the world sees water and we give 100% of our net profits to WaterAid. Check out our latest impact report to see what we mean.

We're on the hunt for a purpose-led Trade Marketing Lead to join our team. If you love the hospitality industry, food and beverage businesses, sustainable and regenerative living then you'll love the day-to-day buzz of work at Belu.

We are a small, high-performing team. We make the most of technology to stay connected and deliver a best-in-class service for our customers. To reach our global growth and impact goals we welcome new ideas, networks and 'ways of thinking, creating and doing'.

We offer a comprehensive work benefits package to support an equitable, diverse and inclusive culture. We are a flexible, hybrid-working team. We have an office in Borough Yards (London Bridge) where we are surrounded by our customers.

This role is London based but there is no mandated use of the office. We take a pragmatic and open approach to getting things done and understand individual preference of working style.

The closing date for applications is **Friday 9th Feb**. Applications made before this date will be read and calls set-up, we're keen to get conversations started.

If you are interested in making a difference in a sustainability-focused commercial business with a clear purpose, then we invite you to join us.

Nat and Charlotte
Co-CEOs, BELU

Belu Trade & Digital Marketing Lead

- **Full time role**
- **Salary: 40,000 plus performance related annual bonus + benefits**
- **Location: London**

We are looking for an enthusiastic, analytical, meta-savvy marketer to join our Brand team. The successful candidate will lead the trade marketing plan and related communications, and work with our Business Development and Customer Teams to drive B2B and D2C leads sales and retention in line with the brand strategy.

Success will be measured by the meaningful growth of our overall customer base and successful product and brand exposure across relevant channels, championing 'Drink the Difference' and 'Changing the way the world sees water.'

To do this you will:

- Develop and lead the Belu marketing plan, working with the Brand team and external agencies to deliver key campaigns, targeting our wide ranging retail, hospitality and workplace audiences.
- Lead and implement channel specific ongoing marketing activity including trade press, which lands the Belu message consistently.
- Understand our customers, knowing where we fit, how we can influence and how we can drive sales and purposeful change.
- Use our CRM system (HubSpot) to report, analyse and make recommendations on digital activity and social media activity.
- Work with the Business Development and Customer teams to drive inbound leads for all product areas and support retention strategies. Lead the delivery of trade focussed events and expos, panels and strategic partner activity.
- Attend events with the Co-CEOs and SLT; creating meaningful marketing collateral to ensure we maximise Team Belu press opportunities.
- Plan and implement the digital advertising strategy, analysing current reach, proposing a plan, working with the wider Brand and Business Development teams to create ad content, testing-and-learning, maximising budget and generating leads.
- Use your knowledge and understanding of web content and customer messaging, UX and SEO to input into web development projects. Creating optimised metadata and descriptions, content and blogs, and then tracking and tweaking and driving best practice – and in turn – the effectiveness of our website. You'll know about all the latest tools digital solutions, insight and trends and also be keen to get the most out of the tools we have already.
- Work with the wider team to maximise strategic partnerships, creating engaging mailers and content, and adding value to 3rd party comms.
- Be passionate about Belu and want to work for a purpose-led brand.

Behaviours we're looking for:

- An analytical, entrepreneurial, imaginative thinker that loves to deliver results.
- A highly effective communicator with excellent copywriting skills and a keen eye.
- An organised project manager who is best friends with Meta business manager.
- Responsive, resourceful and you don't sweat the small stuff.
- Aligned with our DNA, <https://belu.org/the-dna-of-belu/>

How to apply:

There are two parts to the application -

- 1. Your CV**
- 2. A covering letter, explaining why you would like the role and why you think you're right for it.**
- 3. Your pitch/answer to the following questions:**

- What does our purpose 'change the way the world sees water' mean to you?
- 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 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.

Deadline: Friday 9th February 2024.

Please email your application to recruitment@belu.org