



**DRINK THE DIFFERENCE**

## **We invite you to join Team Belu**

Belu is a fast growth social enterprise with a purpose that makes all of us at 'Team Belu' think differently about the way we work. 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 thoughtful, values-led and ambitious Brand & Social Media Executive to join our team. If you love the hospitality industry, food and beverage businesses, sustainable and regenerative living – and capturing it all on your socials, 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, manage business operations, 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' to the team.

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 Monday 8<sup>th</sup> April. 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 commercial business with a clear purpose and commitment to people and planet then we invite you to join us.

Nat and Charlotte  
Co-CEOs, BELU

**Brand and Impact Partnerships Executive (full time)**

**Salary: £30,000 plus benefits and performance related annual bonus**

**Location: London**

**We are looking for an enthusiastic, pro-active creative marketer to join our Brand team. You will support our compact Brand team with delivering meaningful and compelling communications, campaigns and activations to drive inbound leads, convert customers to advocates and inspire consumers to participate in the Belu purpose. Success will be measured by efficient delivery of tasks and objectives, campaign performance tracking and generation of compelling comms, creative ideas and quality content.**

**Experience required: 1-2 years working in a communications, marketing or brand role.**

**Responsibilities:**

- Deliver brand moments across our channels, including everything from creating pictures and video for social media to supporting with events and festivals.
- Support and build relationships with impact partners and key customer marketing contacts, understanding their needs and objectives and identifying opportunities to drive brand awareness through collaboration.
- Provide support with brand related requests e.g. research, copywriting, planning
- Manage the press@ inbox and respond to requests / issue press releases.
- Create and schedule exciting, informative and inspiring social media content and maintain internal comms calendar.
- Report on social media, web and brand awareness campaigns and advertising.
- Monitor UK & HK websites, keeping content up to date and working with the wider team and web developer on bigger updates.
- Maintain Belu creative collateral including photography library and artwork.
- Attend events with Co-CEO's / SLT, supporting and delivering live and scheduled quality social media content.
- Create engaging content for blogs, award entries and internal newsletters.
- Research industry trends and produce insight updates for the wider team.
- Create assets for events, research event providers, source ethical materials/equipment for brand activations.
- Maintain the marketing contacts database within HubSpot (our CRM provider) - Support all teams to run events – from team training sessions to festival pop-ups.

**Behaviours:**

- Creative, with a love and excellent ability for producing great looking and engaging social media.
- Keenly interested in delivering inspiring moments to bring people together.
- Organised and pro-active team player who can turn ideas into actions quickly.
- A considered yet enthusiastic communicator who is able to write engaging, inspiring and factually sound copy.
- Able to prioritise customer and consumer need- and knows how to respond in a way that works for the business and all stakeholders.

- Happy to get out and about – and stuck in, visiting customer venues to take photos, attending events, networking and helping out with general tasks.

**There are three parts to the application:**

- 1) Your CV and a covering letter explaining why you're the right person for this role.**
- 2) Your answer to the question: What does our purpose: 'change the way the world sees water' mean to you? (this can be any medium you like – a reel, a deck or whatever works for you).**
- 3) Examples of previous relevant work you're proud of and/or your social media handles (so we can check out your socials skills).**

Please also confirm your **right to work in the UK/visa status**.

**We'd love it if you'd share your Myers Briggs profile with us too.** There's no wrong answer... we're just interested. Nat's is INPF and Charlotte's is ISFJ... over to you. There's a tool you can use here: <https://www.16personalities.com/free-personality-test>

The **deadline** is Monday 8<sup>th</sup> April. **Please email your application to [recruitment@belu.org](mailto:recruitment@belu.org)**

Next steps: We'll be in touch to arrange an initial call (or to confirm if we won't be taking your application forward). Then the next stage will be a face to face interview (with a task) at our HQ in Borough Yards and then finally a call with our CEOs.