

Marketing and Wedding Coordinator

The Wellbeing Farm specialises in providing fun, quirky and magical weddings. We have big ambitions for The Wellbeing Farm and with an already jam-packed calendar, we need support to realise our dreams. We need a truly spectacular person to join the team and help us through their personality and marketing skills to put The Wellbeing Farm on the map.

We have combined the positions of Marketing and Wedding Coordinator as the successful candidate needs to learn and understand all elements of the weddings in order to successfully market the services to customers.

As a result, we are looking for someone who primarily is a social media and marketing star – with experience of all elements of social media (scheduling, posting, designing, writing, advertising) and also someone with general all-round marketing skills and background.

The post holder must be willing to be trained as a Wedding Coordinator and have some background of events and ideally weddings and most importantly, understand how incredibly important great customer service is.

Responsibilities:

Wedding Coordinator Duties:

- Showing potential clients around the venue, guiding clients through the flexible options depending on requirements, providing the client with a quote for their wedding and hopefully encouraging them to book
- Assisting in wedding open days and wedding exhibitions
- Organising wedding planning meetings with clients and accurately recording wedding planning information onto our wedding records
- General admin including emails and phone calls with new and existing clients, dealing with queries
- Create function sheets ensuring that no wedding details are missed and then briefing the Head Chef and Operations Manager about the detail of the wedding
- Finalising arrangements with our clients and generating invoices
- Overseeing the setup and delivery of the event including setting up rooms with decorations (as per the customer's specifications) and ensuring suppliers have also set up in accordance to this making sure our standards exceed the clients
- Building a relationship with clients to deliver their perfect event
- Acting as the first point of call / responsible person on an event day, as well as Master of Ceremonies to ensure events are kept on time
- Meeting and reporting to the Operations Manager on a regular basis to assess previous events, plan future events as well as generating ideas for other events and extra revenue
- Communicating effectively with our close-knit team.

Marketing

- Supporting the Managing Director with social media – creating posts, scheduling posts, Facebook advertising, Facebook live
- Photographing and videoing elements of the wedding to post onto social media
- Managing the farm's YouTube account and making sure it is populated with videos of weddings and events
- Coordinating details with suppliers, as well as attending industry events to ensure we maintain our excellent reputation
- Ensuring that The Wellbeing Farm's presence on third-party websites is up to date
- Helping plan photoshoots and wedding fairs to promote The Wellbeing Farm's relationships with suppliers
- To be responsible for blogs to promote the farm
- To ensure the farm's website is kept up to date liaising with the web designer for improvements where required
- To assist the Managing Director with improvements to the Customer Relationship Management system

The Person Specification:

- Either an Events or Hospitality Management degree **OR** relevant industry experience (Events Coordinator; Events Planner; Events Manager; Events Assistant; Events Co-Ordinator; Banquet Supervisor; Hospitality Manager; Conference Manager; Wedding Planner; Wedding Manager; Sales Manager; Conference Producer; Business Development Manager, Marketing Manager) etc.

- Social Media Experience and Skills: Facebook, Instagram, Facebook Live, Twitter, YouTube including social media advertising, scheduling, posting, designing posts
- Marketing Experience: exhibitions, sales, advertising, event promotion, newsletter production
- Commitment and passion to developing a career in wedding and events planning
- Flexibility – our events take place all year round so this is not a Monday to Friday 9-5 role. Evenings, weekends and bank holiday working will be required It is important to acknowledge that due to the nature of hospitality the events are primarily held over weekends and a large proportion of your hours will be worked over weekends and into the later hours.
- Ability to maintain a professional attitude, even under stress
- Constant strive for perfection and a clean attention to detail
- Strong interpersonal skills with a friendly and warm personality
- Passionate about helping people plan their perfect day
- To seek learning experiences and expand your own personal capabilities
- The ability to work with others, as well as being self-motivated and able to work on your own
- A can-do attitude; this could be pinning buttonholes onto suits, feeding the Llamas, hoovering the carpet or shovelling snow!
- Clean driving licence and car owner essential

Ideally:

- Experience of using a CRM system like Infusionsoft

The Package:

- Competitive rates of pay (Circa £18,000 but more for an exceptional candidate)
- 28 days annual leave (including bank holidays) increasing with service
- A fantastic opportunity to train with the Entrepreneurs Circle
- Great benefits including meals on duty
- No two events are ever the same
- Pension (after qualifying period)
- Working in a friendly environment
- Opportunities for development
- The opportunity to mingle with Llamas!

If this sounds like the perfect job, please apply online with your CV and cover letter to info@thewellbeingfarm.co.uk if you have any questions, please call 01204 852113 and informal visits are encouraged.

Closing date: Friday 1 December 2017

Interview date: Thursday 14 December 2017

As The Wellbeing Farm is a small business, all employees must be flexible with their duties; from time to time you will be asked to participate in tasks that are not in your job description. This can include cleaning, reception work, etc.

This job description will be subject to periodic review and amendment in accordance with the needs of the organisation.

All employment will be subject to a three-month probationary period.

Health, Safety and Security:

- It is the responsibility of each employee to familiarise themselves and comply with the Company's procedures and systems on health and safety and licensing regulations.
- While the Company will take all reasonable steps to ensure the health and safety of its employees, health and safety at work is also the responsibility of the employees themselves. It is the duty of each employee to take reasonable care of their own and other people's health, safety and welfare and to report any situation which may pose a serious or imminent threat to the wellbeing of themselves or of any other person.

Training:

- Managers are required to take responsibility for their own and their staff's development.
- All employees have a duty to attend an induction and all mandatory training sessions as required by the organisation.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.