

## PA to the Managing Director / Bookings Coordinator

You can't fake personality, passion or purpose so we need someone smart and switched on. Someone who knows that sales and marketing is the driver of all successful business and that everything else is subservient to it. We need someone to pay attention to the little details.

If this is you, then you'll love this role.

We have combined the positions of Office Manager, PA and sales support to develop a role which will support the Managing Director and Operations Team.

We are looking for someone with exceptional administrative and organisational skills, with an interest in events and weddings, a superb telephone manner and someone with a fantastic personality. You'll already have some PA and sales experience (preferably in the hospitality or events industry). It's extremely important that you're smart and likeable too. We only want to work with people we like and know that our clients feel the same.

### **Responsibilities:**

#### PA to the Managing Director:

- Diary management
- Email support
- Organising travel arrangements
- Office systems design and implementation
- Ordering supplies
- Handling and responding to complaints, monitoring TripAdvisor and Facebook Reviews.
- General admin including emails, phone calls and social media enquiries with new and existing clients, dealing with queries
- Marketing support - supporting the MD with blog writing to promote the farm and the production of a monthly newsletter, PR support and social media support – creating posts, scheduling posts liaising with the in-house graphic designers
- Ensuring that The Wellbeing Farm's presence on third-party websites is up to date
- To ensure the farm's website is kept up to date liaising with the web designer for improvements where required
- To act as IT and Data Protection Officer for the farm and assist in any IT support required
- HR support

#### Bookings and Sales Support

- Handling wedding and events enquiries through responding to all enquiries using techniques such as BombBomb videos, social media, phone calls, email and face to face – having accurate and detailed answers on availability and suitability with a personable and helpful customer service.
- Maximising sales opportunities – chasing enquiries and provisional bookings to increase conversion rates.
- Sales administration support to Wedding Coordinators
- Liaising with the team to develop special offers and selling late availability places
- Responsible for the monitoring of the sales pipeline in Infusionsoft and further improvement work to Infusionsoft systems

- Production of a weekly sales performance report for the Operations Manager
- Booking event planning appointments with booked customers
- Responsible and coordination of the bookings at Barons Farm (our wedding house)
- Preparation and postage of WoW packs when wedding bookings are confirmed
- Liaison with the Bookkeeper – scanning invoices into Receipt bank, monitoring payment of invoices

#### Sales Support

- Helping the Operations Manager and Wedding Coordinators organise the Wedding Feast Experiences, wedding shows and exhibitions and open days
- If needed, to support the Wedding Coordinators in 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

#### **The Person Specification:**

- Loads of enthusiasm and passion for perfection
- PA / Office management experience
- Office system qualifications
- Social Media Experience and Skills: Facebook, Instagram, Facebook Live, Twitter, YouTube including social media advertising, scheduling, posting, designing posts
- Marketing Experience: creation of newsletter production, blog writing, advertising, event promotion
- Commitment and passion to developing a career in the wedding and events industry
- Flexibility, although this is predominantly a Monday to Friday role, we will require a degree of flexibility for evening and weekend working. Is important to acknowledge that due to the nature of hospitality, events are primarily held over weekends and evenings.
- Ability to maintain a professional attitude, even under stress
- Great customer service skills, good listener and fantastic negotiator
- Constant strive for perfection and a clean attention to detail
- Strong interpersonal skills with a friendly and warm personality – excellent communication skills
- 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
- 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)
- 28 days annual leave (including bank holidays) increasing with service
- Team performance bonus (at end of wedding season)

- A fantastic opportunity to train with the Entrepreneurs Circle
- No two days are ever the same
- Pension (after qualifying period)
- Working in a friendly environment
- Opportunities for development
- The opportunity to mingle with Llamas!

**What' the catch:**

We are real sticklers for results. We're a small team and we can't (and won't) carry slackers so you'll need to be on your game pretty much all the time. You'll be pushed, asked to achieve great results, our team will teach you how to get and keep customers. You'll learn marketing on a whole new level. However apart from our almost religious focus on results, we're lovely, we're fun and we'd love to work with you, maybe!

Get in touch and tell us why we absolutely have to offer you this role by applying with your CV and cover letter to [Celia@thewellbeingfarm.co.uk](mailto:Celia@thewellbeingfarm.co.uk) if you have any questions, please call 01204 852113 and informal visits are encouraged.

**Closing date: Friday 6<sup>th</sup> April 2018**

**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.