



The Wellbeing Farm

JOB DESCRIPTION

Job title: PA and Social Media / Marketing Star

Salary: Negotiable depending upon skills and experience

Hours of work: 20 hours per week – hours (10-3 Monday to Friday)

Base: The Wellbeing Farm

Reporting Arrangements: Operations Manager

Managerially Accountable to: Managing Director

You can't fake personality, passion or purpose so we need someone smart and switched on.

Our Managing Director is increasingly distancing herself from the day to day running of our multi award-winning wedding and events venue to focus on business growth. As a result, she needs someone to manage her emails and diary and to support her in day to day marketing and social media scheduling. This position will also provide support to our Operations Manager too.

This position is a key hire, and the successful individual will have a passion for organising / helping others. 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 have good knowledge of social media, writing and developing posts and excellent writing skills. You'll already have PA 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.

This is an extremely varied role which requires a high degree of flexibility, a "can do" proactive attitude as well as being able to demonstrate excellent communication, technical, organisational and co-ordinating skills.

DUTIES AND RESPONSIBILITIES

PA to the Managing Director and support to the Operations Manager:

- Diary management
- Email support
- Organising travel arrangements
- Office systems design and implementation
- Handling and responding to complaints and compliments, monitoring TripAdvisor and Facebook Reviews.

Marketing:

- Day to day liaison with an external marketing agency
- Day to day scheduling on social media (particularly Instagram, Facebook and Google My Business) including liaising with graphic designers or using Canva or similar packages
- Liaising with the marketing agency around PR opportunities

- Gathering information from the Wedding Coordinators to support marketing activities and ensuring we participate in photographer blogs etc. to raise awareness of the farm
- Coordination of information for blogs, newsletter content
- 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

Office Systems:

- Setting up systems to help manage the MD's workload and time

The Package:

- Competitive rates of pay
- Pro-rata 28 days annual leave (including bank holidays) increasing with service
- Team performance bonus
- 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 if you have any questions, please call 01204 852113 and informal visits are encouraged.

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.

Date Prepared: 2 July 2019

Prepared By: Celia Gaze

Agreed By:

Employee's Name and Signature:

Date:

Manager's Name and Signature:

Date:

PERSON SPECIFICATION -

The person specification sets out the qualifications, experience, skills, knowledge, personal attributes, interests, and other requirements which the post holder requires to perform the job to a satisfactory level.



The Wellbeing Farm

	Essential	Desirable	Method of Assessment
Qualifications	<ul style="list-style-type: none"> • Maths and English at GCSE or equivalent 	<ul style="list-style-type: none"> • Office administration qualification • Marketing / social media 	<ul style="list-style-type: none"> • Application Form • Interview
Experience	<ul style="list-style-type: none"> • Experience of organising and providing PA / administrative assistance in an office environment • Experience of handling a wide range of enquiries and an excellent telephone manner • Experience of using Microsoft Office packages, particularly Word, Excel, PowerPoint and Outlook • Social media scheduling • Supporting the marketing in a business 	<ul style="list-style-type: none"> • Experience of working in the hospitality/ events industry 	<ul style="list-style-type: none"> • Application Form • Interview • References
Skills and attributes	<ul style="list-style-type: none"> • A smile says it all - excellent communication and interpersonal skills • Loads of enthusiasm with a 'can do' attitude and the ability to articulate this to staff and customers • Committed to customer service - a perfectionist • Ability to work on own initiative with minimal supervision • An organised and thorough approach to work • Ability to see projects through 	<ul style="list-style-type: none"> • Strong IT skills with Intermediate - advanced Excel skills • Typing speed 60 wpm 	<ul style="list-style-type: none"> • Application Form • Interview • References

	<p>from start to finish managing time and tasks effectively</p> <ul style="list-style-type: none"> • Ability to manage a heavy workload and at times conflicting priorities as well as tracking progress on a wide range of tasks • Excellent typing skills with the ability to draft own correspondence • Ability to communicate effectively, both orally and in writing • Skilled at handling complaints and communicating with upset, irate or irrational people. 		
Knowledge	<ul style="list-style-type: none"> • Office administration • Diary management – managing the workload of a busy Director • Microsoft Word • Microsoft Excel • PowerPoint • Marketing approaches • Social media • Google mail • Instagram • Facebook • Facebook advertising • Twitter • You Tube • Google My Business 	<ul style="list-style-type: none"> • Customer relationship management • Facebook advertising • Advanced knowledge of Microsoft Packages including Word, Excel, PowerPoint and Google 	<ul style="list-style-type: none"> • Application Form • Interview • References
Other	<ul style="list-style-type: none"> • Driving licence • Car owner 		

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