

Job Description

Leaflet Distribution Co-ordinator

Contract: Annualised, 1200 hours per annum (0.61 fte)

Salary band: £21,450 - £23,400 fte per annum, pro-rata

Location: John Montagu Building, Beaulieu

Background:

Beaulieu Enterprises Limited is the commercial organisation responsible for the running of the Beaulieu visitor attraction (home to the National Motor Museum), Beaulieu events, Buckler's Hard heritage village and the Buckler's Hard Yacht Harbour on the Beaulieu River. It works very closely with the Beaulieu Estate and the National Motor Museum Trust charity.

The Marketing and PR department is responsible for delivering the communication objectives across these business areas, engaging with a variety of audiences and stakeholders, raising awareness and driving visitors and sales through creative communication campaigns. The team includes its own in-house print and graphics department.

This role will report to the Head of Marketing & Business Development.

Package:

- Salary: £21,450- £23,400 FTE per annum, pro-rata, (Actual salary £13,084 - £14,274 pa)
- Hours: Flexible working hours with busier months being from February through to October. Annualised contract for 1200 hours.
- Use of the Company distribution van, including fuel.
- Free on site parking
- Holiday: 22 days plus bank holidays, increasing to 25 days after 5 years, pro rata. Bonus day off on your birthday.
- Pension: We operate an auto enrolment pension scheme and after two years' service you may wish to join the salary sacrifice pension scheme, subject to eligibility.
- Free entry to Beaulieu and Buckler's Hard for employee plus guests, including most in-house events.
- Access to Employee Assistance Programme for work and non-work related support.

Role:

Maximise the impact of Beaulieu Enterprises' promotional literature through targeted leaflet distribution in the immediate catchment area by the role holder, as well as further afield via third-party distributors.

The role requires a high level of self-motivation and a willingness and ability to act as an ambassador for the businesses' brands.

The role will work closely with the wider Marketing team including the in-house Print & Graphics team.

Key Responsibilities:**Administrative**

- Pro-actively manage the leaflet distribution function to ensure all contacts are current and that marketing materials are being distributed in the most effective way.
- Co-ordinate the annual mailing of promotional literature to hospitality providers such as local bed and breakfast establishments.
- Set annual budgets and control all items of expenditure within agreed budget levels. Prepare regular reports on distribution activity.
- Maintenance of contacts database for all distribution outlets.
- Liaise with third-party distribution partners to negotiate, arrange and monitor distribution campaigns.
- Carry out regular spot-checks at third-party distribution outlets.
- Distribute publicity material in the immediate catchment area, building relationships with local businesses.
- Promote and administer the accommodation ticket scheme to local hoteliers, holiday parks and accommodation providers.
- Send out direct mailings to accommodation providers during the course of the year.
- Manage stock levels of promotional literature liaising with store person and marketing manager.
- Respond to requests for literature from new and current outlets and seek opportunities to increase the scope of Beaulieu's distribution effort.
- Attend literature exchanges and trade exhibitions as required.

General

- Provide management information on a regular basis as required and directed.
- Contribute as appropriate to the budget and marketing strategy of the business.
- Assist when required, especially during busy periods, with all aspects of the running of the department(s) as directed by the Head of Marketing & Business Development and Marketing Manager.

Other

- Any other reasonable tasks which may be required from time to time supporting the Marketing Department in its wider role.

Person Specification: Leaflet Distribution Co-ordinator

We are open to considering applications from people with enthusiasm and experience relevant to this role. This person might look as follows in regards to qualifications, experience, skills and knowledge, but if you don't quite tick all the boxes, don't worry we'll help fill the gaps with on the job training, so please still apply.

Qualifications	A-levels or equivalent (is desirable)
Experience	Customer relationship management, including building positive working relationships with external parties. Working in a self-directed role. Organisation and administration.
Skills & Knowledge	Outgoing, sociable and confident relationship builder with both colleagues and partner organisations. Full driving licence and confident driver. Local area knowledge. Competent user of Microsoft Word, Excel, Powerpoint and Outlook. Good time management skills, the ability to prioritise and be self-motivated.