



Care Ashore

Job Description: Business and Hospitality Coordinator

Responsible to: Business Development Manager (BDM)

Hours: 37.5 hours per week (Part-time considered) Flexible to meet the needs of the role

Salary: £25-30k pa plus 3% Employers pension contribution. (Pro rata for part time working)

Holiday entitlement: 26 days pa + Bank holidays (time off in lieu if bank holidays are worked)

Place of work: Springbok Estate, Alfold with some remote working possible

Role:

Care Ashore is a charity supporting seafarers with a range of independent, semi-independent; supported living; and respite accommodation. In addition to our core charitable objectives, we use our estate to generate some of the income we need to keep afloat.

We have a range of businesses and community groups who use the estate in addition to managing our own campsite, guest rooms, social club, and fishing lake. We are increasing this element of the organisation and this role will be pivotal to our success.

The role is to support the Business Development Manager (BDM) and wider team in growing the business, hospitality, and leisure facilities, ensuring positive relations with our onsite commercial and residential tenants, and working with the BDM on projects and services which benefit our residents and the wider estate.

This will be achieved via a flexible approach to working within our unique estate, our current services, and functions, and through building on existing local connections and links, and engaging with new business.

The role is diverse and exciting, and we are keen to hear from people with experience in one or more of the following areas: business, facilities/property management, tourism and hospitality, or charitable organisations involved in the development of services.

We recognise that aspects can be learned over time, and we are looking for someone with drive, motivation, and the ability to grow into; and develop this exciting new role over time

Duties and Responsibilities:

1. Events, hospitality, and leisure development

Hospitality and leisure are areas we are keen to grow, maximising use of the estate grounds and build on the work already undertaken to ensure the site is buzzing with activity and profitable. The postholder will:

- Work closely with the BDM to administrate and coordinate event bookings and organisation pre, during and post event.
- Take the lead, with the support of the BDM, staff and volunteers in practical operational support as required, specifically around smaller meetings and conferences, major events on site, and where an 'all hands-on deck' approach is needed.
- Develop positive relationships with existing organisations we work with and generate new contacts with businesses and organisations who may use our estate for their own events and activities.
- Work closely with the BDM to generate content for marketing locally through a range of media.
- Manage our own hosted events (i.e. summer/Winter fayres) and use these to generate income, and also generate awareness of the organisation and broader community engagement.
- Promote our guest and holiday accommodation packages which can be included in bookings for other events.

2. Community Development

The community aspect of the role will support the growth of activity and events on the estate. You will achieve this by:

- Ensuring we include local businesses, charities, and other organisations in our events, and any projects where a collaborative approach may support all involved.
- Becoming an active member of local networks and forums, in person and online, which will raise our profile in a positive manner and generate new, and maintain existing relationships across Alfold, Cranleigh, and Surrey and Sussex more widely.
- Supporting fundraising initiatives for Springbok, but also for others using the estate where we may generate income through other areas such as catering and hospitality rather than directly through an event itself.

3. Commercial tenancies and business support

Our commercial business tenancies and residential rentals provide us with a much-needed year-round source of income. We are keen to work closely with tenants to ensure they have

a positive experience on the estate and to enable existing and new businesses and organisations to thrive at Springbok. This role will be pivotal by:

- Working closely with the BDM and maintenance team to retain good relationships with all tenants within the estate. This may be through regular contact, discussing issues and areas of concern, and liaising with the Estates, Admin, and Finance teams as required.
- Contributing to internal and external news pieces through newsletters, social media posts and web content. This will be in addition to any specific communications to customers and tenants. Generally keeping everyone in the loop.
- Supporting other aspects of work across the team when required, usually this will be supporting the Business Development Manager with commercial management but may at times also include the wider team, and residents as is the nature of our unique setting and approach.

Person Specification

We appreciate the diverse nature of this exciting new role. As such have kept the person specification broad to enable candidates to highlight those areas of experience, skills and personal qualities which make them stand out from the crowd. Experience gained from voluntary work will be acceptable.

Essential	
	<p>Experience of working at an operational level within one or more of the following:</p> <ul style="list-style-type: none"> • Business administration/development • Events, catering, and hospitality • A charitable organisation
	A confident and persuasive presenter able to speak to large and small audiences with conviction and passion
	Experience in planning, managing events including administration and delivery.
	Experience of working with social media, websites, and marketing to engage with a variety of audiences.
	An understanding of the voluntary sector.

Desirable	
	Qualifications and experience that evidence an ability to work within a diverse role and organisation.

	Experienced in planning, managing events including administration and delivery.
	A marketing qualification or experience of marketing and media
	Previous experience of managing events
	Experience of networking and developing networks and partnerships

Application is by comprehensive CV and a supporting statement of no more than two pages. You should demonstrate how you meet the requirements outlined in the job specification, including any personal or voluntary experience which you feel makes you an ideal candidate for this role.

If short-listed, the interview process will consist of two parts:

- 1- A site visit on either Thursday 30th June or Friday 1st July 2022. Comprising of a tour with the Business Development Manager, discussion about the role and organisation, and the chance to meet other staff and residents during the visit.
- 2- A formal interview and presentation conducted virtually on Tuesday 5th July 2022.

An informal discussion about the organisation and role is encouraged ahead of applying with more information about us on social media and online at www.careashore.org.uk

For all communications about this role, or to apply, please contact our Business Development Manager, Lee Barnett on 07494759066 or email L.Barnett@careashore.org

Closing date for applications is midday on Monday 6th June 2022.