



Job Description:
Part Time Creative Activities Co-ordinator

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As well as joining our team to work at the Centre we are looking for someone to organise, manage and deliver and increase our successful workshop and activities programme. It's all about the craft and creativity with this role; overseeing workshop, demo, example and activity plans!

This is an exciting opportunity to become part of an enthusiastic, hardworking team. BellaCrafts is a varied, busy and great place to work with a mixed customer base. Our Craft Centre is open 7 days a week offering a range of workshops and activities for all ages and abilities. As well as running a heavy programme of events at BellaCrafts and throughout the South we also run our busy craft shop. We deliver workshops for schools and businesses, events in shopping centres, festivals, annual events and more.

Your role will involve:

- Driving our workshop plan with activities and workshops run every week (either by yourself or other staff. All staff currently teach)
- Sales are a key element in this role with the view to fully filling our Centre! An importance will be place on the ability to advertise, upsell and oversee admin
- Plan instore demos: organise and promote including star buys etc.
- Create examples
- Organise week day taster workshops
- Share product knowledge with staff and customers
- Able to write step by step instructions for publication instore and online
- Plan regular ideas to promote in store and online
- Support / plan annual BellaCrafts festivals
- Support the children's activities plan and classes
- Oversee bookings and party preparation
- Build a database of followers
- Research / support new stock lines
- Increase initiatives and events such as our speed crafting evenings
- Oversee admin: including taking bookings, online advertising, emails, customer enquiries, build a folder of previous / future workshops, focus on seasonal / annual plan
- Able to take photographs to include in promotion
- You will also cover the Centre with regular shifts with planning time

This role provides the opportunity to grow your own portfolio and implement your own ideas to further grow the business. This role will be great fun, varied, working with a very supportive team.

We want BellaCrafts to be the very best Craft Centre you can visit and to build on our customers consistent experiences that we deliver. We are looking for someone to have exceptional customer service and sales skills with a keen eye for detail.

Location: BellaCrafts Fair Oak, The Barn, Fair Oak Garden Centre, Winchester Road, Fair Oak, Eastleigh SO50 7HD and external events cover

Responsible to: Managing Director and Deputy Director

Overview: Your role will cover day to day running of the centre, supporting and implementing our workshop and activities programme and co-ordinate admin including follow up and customer enquiries.

Your role will directly impact our growing activities and also the growth of our busy social media strategy. Therefore we are looking for an exceptional team member to join the enthusiastic team at BellaCrafts. The successful candidate needs to have a passion and drive to see a small business thrive.

BellaCrafts is a busy business with varied activities with a focus on flexibility, affordability and fun. Every team player needs to be hard working, professional and have a can do attitude. We always look to drive BellaCrafts forward with expansion plans set for 2018 and we look forward to you joining us!

Salary: starting £7.50 per hour

Hours: Your position is part time on a flexible rolling rota and will include some evening and external event cover. The rota is always set 4 / 6 weeks in advance. A minimum numbers of workshops will need to be planned.

Within your contract, set days will be covered:

Tuesday and Thursday set hours: 10 – 3pm or 10 - 6pm (alternative weeks) plus weekends. Week days are negotiable but please do not apply if you are unable to work weekends.

Weekend work is expected but not every weekend. Flexibility is required and your hours may change to cover for absences and to meet business needs as required. Your hours will / may increase during school holidays, peak times and to cover sickness and holidays.

Key Responsibilities:

- Plan and deliver a succinct workshop and activity plan including annual, seasonal and regular events
- Plan instore demos / design and create examples /online tutorials / ideas and product knowledge
- Day to day running of the Centre
- Selling and advertising all BellaCrafts activities, always with the view to drive more traffic
- Working as part of a team
- Meeting sales targets
- A key role within our workshop and activity plan
- Co-ordinate our social media platforms to follow activities
- Increase awareness and customer base
- Provide and oversee admin support
- Co-ordinate customer enquiries
- Follow up opportunities
- Support business growth with support

Key Metrics:

- Weekly, monthly and annual sales targets will be set
- Regularly reviews of effective performance
- Key objectives will be set and time measurements in place
- Strong emphasis to increase awareness, customer base and sales
- Regular meetings, planning, and objective setting
- Continual support and training will be given

Person Description:

- Need a wide knowledge of different crafts and / or willingness to learn
- Confident and warm nature to teach children and adults
- Previous qualifications not essential but experience and passion needed

- Preferred experience of some or all: retail, customer service, sales, teaching, craft experience, social media planning and strong written and verbal communication skills
- Understanding the importance for growth and sales
- Strong administration skills
- Keen eye for detail
- Experience of working with the public including children
- Excellent customer service skills
- Strong communicator both spoken and written
- Trustworthy and reliable
- Can work on own initiative and part of a team
- Enthusiastic, happy, energetic
- Self-motivated
- Creative
- Organised
- Can easily multi-task
- Confident with preferred experience or willingness to network, run workshops and talk about BellaCrafts
- Reliable
- Friendly and approachable
- Proficient in IT
- Full valid driving license

Overall someone who is happy, enthused, hardworking and would fit within our supportive team

You will receive continued training and management support. We see you as being part of our team with the same objectives to grow and continue to thrive as BellaCrafts. We have exciting times ahead!

Starting date: By end of September

Interview dates: ASAP

In the first instance this will be a 6 month contract with the few to make permanent