



Beatons is not only your local Tearoom, but also an expanding national franchise network, bringing a touch of elegance to Tearooms across the country. With Beatons in four locations and about to open in two more this is a very exciting time for us all.

The business is headquartered in our office and food production facility in Tisbury and we are now seeking an office based Administration and Support person help to make it all happen.

Some experience in an admin, support or marketing communications role would be great, but most importantly you will be an enthusiastic and motivated person who understands what Beatons is all about and are keen to learn how you can help to support our business as it grows.

If you are interested, there is a full job description below and making an application online.

Admin and Support assistant

Job Title: Admin and Support assistant

Hours : 16-24 Hours per week.

Responsible to: TBC

Main Duties and Responsibilities

The responsibilities include (but not limited to):

Franchise Recruitment

- Updating and coordinating online directories and content
- Coordinating franchise magazine advert production and editorial writing
- Coordinating the company's attendance of key franchise exhibitions and regional shows
- Logging enquiries and supporting the recruitment process from first contact and lead qualification to interviewing candidates and presenting to them
- Undertaking lead calls, emails and other communication and maintaining lead database

Franchisee Support

- Helping new franchisees set up their businesses and systems
- Coordinating franchisees training schedules including product, system and sales training to ensure they ready to commence trading and operate efficiently
- Providing franchisees with marketing support including press advertising, direct marketing, paid search advertising management & point of sale
- Organizing franchisee meetings to improve communication, utilize learning opportunities and encourage franchisees to work together

Marketing and support functions

- Manage and coordinate all artwork used across the business liaising with artwork producers and printers.
- Support units in developing and managing marketing activities
- Centrally coordinate and monitor website and Social media activity
- Coordinate Tearoom book selection and ordering
- General marketing support to franchisees
- Internal tearoom and marketing materials production (menus etc)
- Office supplies
- Managing online document store and manual
- Coordinate and support retail products
- Coordinate and contribute to monthly bulletin production

Essential Personal Attributes	Desirable Skills and Experience
<ul style="list-style-type: none">◆ Proven ability in working as part of a team◆ Self Starter and flexible◆ Eye for detail◆ Ability to priorities and manage workload◆ High level of competence in office IT◆ Ability and willingness to apply structured and methodical processes to work◆ Good oral and written communication skills	<ul style="list-style-type: none">◆ Some experience in working with/supporting franchisees◆ Some experience in hospitality industry◆ Process orientated perspective to work◆ Administration experience