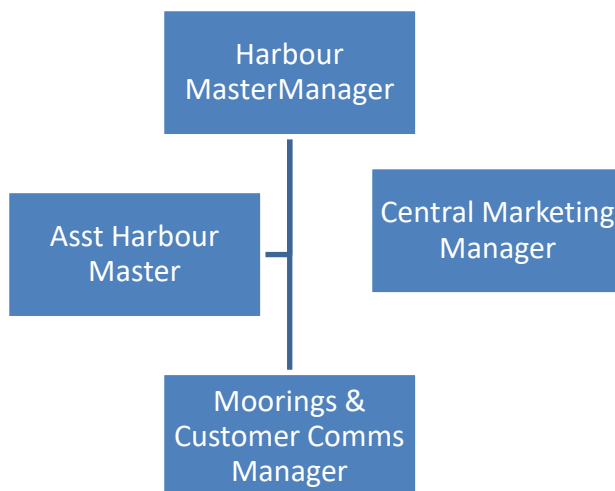




## Job Description

<b>Entity in which the role sits:</b>	Beaulieu Enterprises Ltd	<b>Position type:</b>	Full-time
<b>Job title:</b>	Moorings & Customer Communications Officer		Please enter number of hours per week below: 40 hours pw on a rota working between Monday to Sunday. Weekend working and some Bank Holidays.
<b>Department:</b>	Bucklers Hard Yacht Harbour		Fixed Term Contract (FTC)
<b>Location:</b>	Bucklers Hard Yacht Harbour <small>(For example, John Montagu Building, Beaulieu, SO42 7ZN)</small>		<b>Additional information:</b> Temp cover 6-9 months.
<b>Salary range:</b> <small>(Based on experience)</small>	£ 28000 to £30000 Full-time equivalent salary (FTE)		
<b>Study package</b>	Not applicable		
<b>Driving licence required?</b>	Yes	<b>Standard Beaulieu Hybrid Working Policy Applies:</b>	yes
<b>Travel required?</b>	No		<b>If no, please specify why it doesn't apply and outline what does apply below:</b>
<b>Start date:</b>	ASAP		Insert additional hybrid working information here
<b>Application cut-off date:</b>	09/08/2024		

### Reporting lines:





## Job Description

<b>Purpose of the role:</b>		
Responsible for the sales, administration and allocation of moorings and berths as well as communications with existing and potential customers. The postholder will be based at the marina as part of the Harbour team and will work alongside the central Marketing team to assist in delivering the sales and marketing campaigns, including posting social media content.		
<b>Qualifications / Education</b> (or equivalent)	<b>Importance</b>	<b>Assessment approach</b>
RYA Powerboat Level 2	Essential	CV
VHF Short Range Radio Certificate	Essential	CV
Educated to A Level or equivalent (or significant relevant experience)	Essential	CV
<b>Experience</b>	<b>Importance</b>	<b>Assessment approach</b>
Experience of harbour administration systems including moorings management and customer care	Desirable	Interview
Active and confident user of social media channels	Essential	Shortlisting
Proficient in IT skills, including Word, Power point & Excel	Essential	Interview
Experienced in working in a customer focussed role	Essential	Shortlisting / Interview
Experience in working in a sales environment	Essential	Shortlisting
<b>Skills</b>	<b>Importance</b>	<b>Assessment approach</b>
Sound knowledge of different vessels and mooring types	Essential	Interview
Strong written English and language skills	Essential	Interview
Birthing allocation of vessels taking into consideration size and manoeuvrability, ensuring maximum income.	Essential	Interview
Able to prioritise and maintain a high level of accuracy	Essential	Interview
<b>Knowledge and understanding</b>	<b>Importance</b>	<b>Assessment approach</b>
Interest in boating and the marine industry	Essential	Interview
Able to assist in day to day running of the harbour office and use telephone and make VHF calls	Essential	Shortlisting
Ability to work with the website and deliver agreed content across the year to support sales and marketing objectives	Essential	Shortlisting
Able to post responsive local content on social media channels and pricing changes and wider customer communications	Essential	Interview
Please insert relevant knowledge and understanding required for the role	Select	Select
<b>Attributes</b>	<b>Importance</b>	<b>Assessment approach</b>
Ability to represent the Marina at external shows such as Southampton Boat show	Essential	Interview



### Role and responsibilities

#### Key Duties:

- To allocate available berths taking into consideration vessels size and maneuverability but also ensuring maximum income.
- To maintain an accurate and active waiting list
- To administer the allocation of sub-let moorings
- To maintain accurate records of all activities to provide an audit trail.
- Working with the central Marketing Team to:
  - Assist in delivering an agreed content plan across the year to support the sales and marketing objectives.
  - Post responsive local content on the social media channels, including Facebook, Instagram, Twitter and LinkedIn.
  - Keep the website updated with seasonal and pricing changes.
  - Issue wider customer communications (existing & potential customers) via the Harbour Assist platform.
- Representing the marina at external shows such as the Southampton Boat Show.
- To deliver outstanding service to customers protecting the reputation of the Company at all times.
- To deal with customer queries in a timely and efficient manner.
- Responsibility for maintaining and updating computer systems with regard to waiting lists, deposits, customer and boat details and refunds.
- Identify unpaid accounts from records and referring to the Harbour Master for appropriate action.
- Ensure all Mooring License packs and annual renewals are sent out on time and accurate.
- To assist in the receiving and processing of payments for the use of Harbour facilities.
- To assist at the front desk dealing with customers and taking payments.
- Assisting the Harbour Master with projects / assignments as and when required.
- Assist in the day to day running of the Harbour office to include answering telephone and VHF calls.
- Undertaking any other duties which may be required from time to time especially during busy periods.

Line Manager Approval: (Signature and name)	Wendy Stowe Insert approver name here	Date:	24/07/2024
HR Approval: (Signature and name):	Lisa Gridley Insert approver name here	Date:	24/07/2024