

An amazing opportunity to use your commercial skills to make a real difference.

We are looking for individuals with commercial, business development or account management experience to come and be part of the new trading team at Belu.

As a rapidly growing and market leading social enterprise this is a chance for you to truly make a difference in the world.

Due to a recent change in the way we manage our commercial relationships, there are several opportunities in our team at varying levels, from high performing individual contributors to leadership roles.

We are looking for outstanding individuals who can thrive in a small business. People who are comfortable self-organising, dealing with ambiguity and who love to delight customers with excellent levels of service.

The trading team at Belu is responsible for managing all our commercial agreements and relationships with our wholesale and distribution partners, as well as with the customers who serve our products, some of the best known and respected names in the UK's restaurant, hotel and catering industry.

Our water story

Belu is an award-winning ethical business and a leading UK social enterprise. Our purpose is to demonstrate that there is a better way to do business.

As an ethical business and a pioneering social enterprise that sets the highest environmental benchmark for our industry, we are committed to continually reducing our environmental impact. We are the only British bottled water to be 100% carbon neutral to PAS2060 standard. This is recognised in our receiving the Queen's Award for Enterprise in Sustainable Development in 2017.

We trade with the purpose of investing 100% our net profits into our charity partner WaterAid, who we've partnered with since 2011 to reach people in developing countries worldwide with clean water, decent toilets and good hygiene. To date, we've generated over £3M transforming the lives of over 200,000 people.

Supplying the UK's restaurants, bars, cafes, catering and hotel industries with bottled mineral water, in-house filtration & bottling systems and refillable bottles. Belu is served in outlets as diverse as Belmond Le Manoir aux Quat'Saisons, D&D London Group Restaurants, Ace Hotel, Rick Stein Restaurants, Drake & Morgan Group, Cafe Rouge, Limewood & The Pig, Jamie's Italian, Gail's and Zizzi.

Our achievements are dependent on successful and sustainable trading as 100% of Belu's revenues come from trading. As a small and agile team, we have grown the business to £6m turnover, and we are on track to hit the milestone of generating £1m profit per annum to transform lives through access to clean water, sanitation and hygiene education.

Your story

We're looking for experienced, resourceful and commercially astute individuals. Ideally, you will have knowledge and experience gained in the food & drink, hospitality, consumer goods, retail or wholesale sectors.

You will have experience of successfully managing commercial relationships, launching products and delivering excellent, customer-focused account management.

You will be experienced and adept at managing external relationships and building long-term partnerships that benefit all parties.

Most importantly our values (appendix I) will resonate with you, and you will be able to naturally live most of them, most of the time.

The team will be responsible for:

- Leading the growth and development of the Belu business through existing and new customers.
- Managing and engaging with internal and external sales resources.
- Developing direct relationships and business plans with our wholesaler network.
- Developing direct relationships with major customers in the hotel, restaurant and catering sectors.
- Leading the tendering processes for new business.
- Managing inbound enquiries and customer requests.
- Developing and successfully converting a pipeline of prospects into new Belu customers.

Essential skills, qualities and experience we need in the team

- A desire to be a leader in a values-driven organisation.
- Up for being part of a small team and happy to be both strategic and hands-on as required.
- Resourceful and resilient – definitely a cup half full, can do attitude.
- Able to spot an opportunity and build long-term partnerships.
- Happy, confident and competent in financial analysis to provide insight & actions.
- Able to inspire and manage sales resources of varying levels and locations.
- Experienced in the commercial management of a premium or niche brand.
- A passion for the UK hotel, restaurant and catering industries would be beneficial but direct experience is not essential.
- Able to manage their workload with minimal supervision and move from task to task quickly, prioritising as things change, taking responsibility and being accountable.
- An understanding of the wholesale model serving UK's hotel, restaurant and catering industries would also be beneficial but again is not essential.
- Proven track record of launching new products to market.
- Good knowledge & experience of leading and managing end to end business development & customer management processes.
- Comfortable working in a business where members of the team often work remotely.

Based: Belu enthusiastically supports remote, flexible and part-time working – so wherever it makes most sense to be. Noting that our office is in Hatton Garden and many of our customers are based within the M25, so the ability to travel into London easily is required.

Salary: Packages will range from £30k - £65k depending on the exact role and responsibilities. With feeling of purpose, reward and job satisfaction way beyond the financial.

Applications: To apply for this role, please submit a CV and cover letter explaining how you fit with the role and our values to recruitment@belu.org.

We will be hiring as soon as we find the right individuals so don't delay in getting in touch.

For further questions, please contact recruitment@belu.org. Strictly no agencies.

Appendix I - Our Values

Balancing our impact

We think, environment first, always. Balancing our impact on the planet with a sustainable business model whilst maximising our social aims, delivering an overall net positive result. We consider our environmental impact in everything we do, continually looking for ways to remove or reduce it. We look for opportunities to inspire and influence others by setting new standards for what good business looks like.

Good for our customers and partners

Through doing good business and being good to do business with we can have a greater overall positive impact. This means us taking the lead in creating constructive and productive partnerships and collaborations. We can achieve much more by working with others than we can ever do on our own.

Ethical, transparent and not afraid to be different

We work in the most transparent and sustainable ways possible, holding ourselves and our partners accountable for ensuring our ethics are not compromised. We are not afraid to be different from other organisations and many times have found success comes from countering instead of following.

Investing not spending

We measure and prioritise carefully, investing our money and time in the activities that have the greatest outcomes. Our investments must be sustainable because we are a business, not a charity. Being frugal encourages us to be resourceful and creative, finding solutions and making big things happen with small sums of money. We know that £15 can transform a life long term and view all investment decisions through this lens.

Entrepreneurial with high standards

We are willing to try new things and take calculated risks in order to succeed. We identify opportunities that are aligned with our strategy and act on them with pace. Inevitably we make some mistakes and value the chance to learn so we can quickly correct and not repeat them. We never settle for 'good enough', and are always determined to achieve high standards, even when doing so is hard.

We all take accountability

We are a deliberately small team and need to work hard, together, to achieve our ambitions. Doing so with mutual trust and respect, always willing to challenge and support each other. We value the unique talents, skills and experiences that we all bring and are open-minded to continually learning. It is only us that can make a difference in this organisation and we do so by willingly taking accountability.

For more details about Belu check out [our story](#) and our latest [impact report](#)