

Sarah Nelson's Original Celebrated Grasmere Gingerbread®



Position of:	Ecommerce Manager
Location:	Grasmere, UNESCO Lake District National Park
Salary:	£45,000–£50,000 (+ up to £5k relocation package)
Hours:	Full-time, on-site (Monday–Friday, 40 hours/week)
About us:	Grasmere Gingerbread® is a unique, third-generation family business in the heart of the magnificent UNESCO Lake District. Our core values are passion, trust, integrity, authenticity, excellence and respect.
Objective:	The Ecommerce Manager will lead the development and execution of our digital marketing strategy to grow online sales, enhance customer experience, and strengthen the Grasmere Gingerbread® brand presence. This exciting hands-on role involves managing the entire Ecommerce function, including website performance, digital marketing campaigns and social media, while collaborating with internal teams and external stakeholders. It has arisen due to the further growth and development of the business, and it is pivotal in driving online sales and brand awareness while maintaining the authenticity and heritage of an iconic Cumbrian foodstuff.
Ultimately responsible to:	The Directors
Reporting directly to:	The Marketing Director
Internal Stakeholders:	Operations Manager, Dispatch Manager, Technical Manager, Marketing & Sales Team, Press Officer, Procurement, Production and Shop(s), Finance and HR.
External Stakeholders:	Website developers, designers, printers & marketing associates, PR, photographers, copywriters and relevant agencies, customers through digital means, and other potential stakeholders.

Main responsibilities of the role:

1. Website and Ecommerce

- a. Develop and implement an effective Ecommerce strategy that focuses on growth while maintaining the tone and brand of the business;
- b. Oversee the management of CRM systems and email marketing platforms to drive customer loyalty while ensuring GDPR compliance;
- c. Maintain and optimise the company website, including SEO, content, and image updates;
- d. Leverage SEO best practices to enhance organic traffic and reinforce the brands messaging;
- e. Review user experience on key areas of the website to maximise conversions and reduce basket abandonment and bounce rates;
- f. Oversee the maintenance of product pages through effective digital merchandising and consistent messaging paying particular attention to detail;
- g. Lead website projects that introduce customer-focused functionality to improve user experience;
- h. Reactivate and manage our international websites (currently dormant) aligning them with overseas marketing objectives.

2. Social Media Oversight

- a. Own and execute a multi-platform social media calendar identifying key dates and working ahead of time to create imaginative and engaging content;
- b. Be creative whilst keeping the brand tone and appearance consistent;
- c. Supervise social media execution, including paid and organic content, by internal staff or agencies;
- d. Provide technical expertise for creating and uploading content, such as reels and videos;
- e. Monitor, analyse, and report on social media performance.

3. Digital Marketing & Analytics

- a. Identify growth opportunities within the digital marketing plan to meet business objectives;
- b. Oversee email marketing campaigns, PPC, and Google/Facebook advertising;
- c. Use analytics tools (e.g. GA4) to measure performance, optimise conversation rates and guide strategy;

4. Team Leadership

- a. Manage and motivate the Sales and Marketing team, fostering collaboration and professional growth;
- b. Collaborate with internal teams to enhance the Ecommerce platform and improve online functionality;
- c. Coordinate with HR on hiring, training, and performance evaluations;

- d. To provide support and cover as and when required;

5. Sales Optimisation

- a. Drive online sales through improved conversion rates, upselling, and A/B testing;
- b. Collaborate with internal teams on seasonal and promotional campaigns to maximise sales;
- c. Effectively launch new products and campaigns across digital platforms.

6. Brand Development

- a. Maintain a consistent brand image across all channels;
- b. Build partnerships to increase brand visibility and growth;
- c. Protect and promote the registered trademarks.

7. Reporting & Budgeting

- a. Create and manage the digital marketing budget in collaboration with Finance;
- b. Report regularly to the Directors on progress, sales performance and departmental achievements.

Skills & Experience:

Essential

- Minimum 5 years' experience in a similar role, ideally in FMCG/B2C industries;
- Proficiency in digital tools (e.g., GA4, CRM systems, SEO tools and email marketing platforms);
- Strong analytical and project management skills;
- Proven ability to manage multiple projects simultaneously;
- Excellent communication and leadership skills;
- **Attention to detail is paramount.**

Desirable

- Relevant digital marketing qualifications;
- Background in Ecommerce in retail, food, or tourism/heritage industries;
- Good understanding of PCI and GDPR compliance;
- Knowledge of food brands or regional markets;
- Additional language skills.

Our provision & benefits:

We offer you the opportunity to work in the most beautiful part of the UNESCO Lake District National Park. As part of a successful friendly family business that prides itself on its social

responsibility and commitment to the charitable sector, we offer (points 1, 3 & 4) after 3 months' probationary period.

1. Health policy with the option to add family members. Includes a cash back scheme for health and also everyday essentials and luxuries;
2. Free car parking in Grasmere if not resident;
3. 'My Cumbria Card' offering discounts for regional attractions and facilities;
4. Staff discount;
5. Free refreshments and as much Grasmere Gingerbread® as you can eat.

19th January 2025.