

Sarah Nelson's Original Celebrated Grasmere Gingerbread®



Position of: **Marketing Manager**

Objective: To dynamically promote Grasmere Gingerbread® ('The Brand') - a unique 3rd generation business in the heart of the UNESCO Lake District - by effectively and consistently delivering its Marketing and Sales Plan. This **hands-on** position requires the successful candidate to strategically (**and on a day-to-day basis**) manage, motivate and guide the existing Marketing and Sales Team comprising a Sales & Merchandising Manager, Social Media & Digital Manager, Sales Ambassador (events) and Marketing Executive to maximise market recognition of the business and to increase sales.

Ultimately responsible to: The Directors
Reporting directly to: The Marketing Director
Direct Liaison with: The Operations Manager, the Marketing & Sales Team, Press Officer, ecommerce (dispatch), procurement, production and shop(s), finance and HR.
External Liaison: Media, website developers, designers, printers, & marketing associates, tourism and food organisations, PR, photographers, copywriters and relevant agencies, customers, corporate clients and potential stakeholders.

Main responsibilities of the role:

The Team;

Strategically (and day-to-day) manage/support and develop the Marketing and Sales Team (and all relevant internal/external activities) through effectively embracing the company's ethos and brand. To provide support and cover for the team as and when required.

The Brand:

Develop, protect, promote and consistently apply the registered Grasmere Gingerbread® trademark ('The Brand') across all areas of the business (internally and externally), including collaborations/awards to maximise market recognition and increase sales.

Marketing & PR:

Oversee and deliver all relevant Marketing/Advertising/PR promotional activities (including personal representation at business/public events) to raise awareness of the business.

Sales:

Proactively/reactively support/guide the Marketing and Sales Team across all areas of internal/external marketing and promotional activity/campaigns/new product launches to raise awareness of the business and maximise market recognition and increase sales.

Food, Tourism and Marketing:

Research and build relationships with relevant bodies in the food and tourism sectors and develop creative and innovative marketing activities by utilising networking, events, digital, promotional literature and other marketing and PR activities.

Website and ecommerce:

To manage websites; non-ecommerce activity by liaison with Press Officer (copywriter) and instigate further ecommerce/CRM development in liaison with Technical Manager/Dispatch Manager/external agency.

Events management:

Expand the Annual Events Programme and ambassadorial activities by supporting the Sales Ambassador to pursue new and creative opportunities to build brand awareness and increase sales.

Departmental:

Direct, manage, analyse and report on internal Marketing and Sales Department activities by regularly communicating with the Co-Directors and all other areas of the business.

Person Specification:

The Co-Directors of Grasmere Gingerbread® share a vision for the future of the business. Through hard work, dedication and passion - and with the ability to always smile - the successful candidate will be uniquely placed to help the business realise its strategic goal. The successful candidate should be personable, highly motivated, energetic, dynamic, passionate about food and artisan producers as well as the tourism industry in the Lake District.

They **MUST** have the following:

- At least three years' experience in a similar role in **FMCG within the food industry**, preferably artisan.
- A qualification in marketing;
- A proven track record of success;
- Experience of successfully managing, motivating and developing people;
- Strong analytical, organisational, and creative skills;
- A comprehensive understanding of all social media channels and its integral role in the marketing mix;
- An appreciation of the role that events play within a business structure;

- Foremost sales experience in **B2C**, and ecommerce;
- Exceptional communication, interpersonal and customer service skills (verbal and written);
- Fully competent in IT skills across many packages/disciplines;
- Attention to detail is paramount (and a creative 'eye').

Days & Hours of Work: Monday – Friday (40 hours) flexi from 8pm – 6pm (1 hour for lunch). However, due to the seniority of this role, work outside these hours may have to be undertaken.

Place of Work: **An on-site position** within the Marketing and Sales Suite in the idyllic village of Grasmere. No hybrid working offered as ALL team members work on site. Due to the nature of the business our team and site operates 7 days a week.

Relocation up to £5k.

Provision: Significantly, this position offers an exciting opportunity to work within the heart of the UNESCO Lake District National Park and become an integral part of a friendly, 3rd generation family business that prides itself on its social responsibility and commitment to the charitable sector (points 2, 3 and 4 after 3 months);

1. Free car parking if not resident in Grasmere;
2. Health policy which offers a cash back scheme with an option to add family members;
3. 'My Cumbria Card' offering discounts for regional attractions and facilities;
4. Staff Discount;
5. Company phone and mileage allowance (when in attendance at business events and meetings);
6. Free refreshments and as much Grasmere Gingerbread® as you can eat;

To apply:

- **NO CV'S and NO agencies.**
- All applications must complete a company application form which can be downloaded from the website under 'Employment' on the **Contact** page.
- Applications forms must be supported with a letter stating *what you love about our brand and why you want to work for us?*
- Closing date for all applications **13th October.**
- Please note: the successful candidate must be able to commence employment by 6th January 2025.

You can meet our present team at www.grasmeregingerbread.co.uk/staff/

Thank you for your interest