

Sarah Nelson's Original Celebrated Grasmere Gingerbread®



Job title and role:	Social Media & Digital Marketing Manager
Days of work:	Monday – Friday
Place of work:	An onsite role within the marketing & sales office in Grasmere
Hours of work:	Full time: 40 hours; 9.00 am to 5.30pm (1 hour for lunch) plus an additional 2.5 hours covering evenings and weekends off site for social channels. <i>(Social media doesn't happen exclusively in a standard work day so you will need to be flexible around that. If you are looking for a traditional role, this may not be the right position for you).</i>
Rate of pay:	£35,000 - £40,000 dependent on relevant experience and/or qualifications.
Length of contract:	Permanent after successful completion of probationary period.
Status of role:	A new, exciting, creative and demanding role pivotal to the marketing strategy. Incredible opportunity for a highly-motivated dynamic individual who embraces the evolving digital world and appreciates all things food and Lake District.
Main purpose of role:	To enthusiastically embrace the Grasmere Gingerbread® ethos and brand by combining creativity with strategy to further develop and expand Grasmere Gingerbread® social media and digital presence.
Ultimately responsible to:	The Directors
Reporting directly to:	Head of Marketing & Sales
Internal liaison:	Working within a close knit team predominately Marketing & Sales, ecommerce (dispatch), technical, procurement, production, retail operation and finance.
External liaison:	Customers, followers, website developers, PR, media and relevant agencies, tourism and food organisations, marketing associates.
Main tasks of role:	
Social Media:	<ul style="list-style-type: none">• Manage, maintain and grow all company social media accounts - Facebook, Instagram, X, LinkedIn, TikTok;

- Build and implement an exciting content calendar plan for Grasmere Gingerbread® social media channels;
- Develop creative, innovative and engaging content (photography, videography, copy);
- Ensure consistency of ‘tone’ and ‘voice’ (written and visual) within compelling narratives that reflect the traditional values of the Grasmere Gingerbread® brand;
- Community management by actively listening and reacting appropriately across different platforms to sustain and engage the audience;
- Respond reactively & positively to all customer service enquiries;
- Initiate and implement collaborations & competitions that raise awareness and generate a positive buzz for Grasmere Gingerbread®;
- Source, liaise, communicate and coordinate micro-influencer/influencer opportunities;
- Monitor, track, analyse, interpret and report on social media platform performance to effectively enhance and tailor future content to drive growth using tools/software such as Google Analytics, Hootsuite, LinkTree and Meta insights.

Digital Marketing:

- Execute digital advertising campaigns on Meta Business Suite and adjust schedules based on performance data;
- Understand and coordinate with external agencies for PPC/Google Ad campaigns and monitor using GA4;
- Work closely with Head of Marketing & Sales to progress the overall marketing objectives of the business;
- Where appropriate manage and administer budgets;
- Stay up to date with the latest digital marketing trends and innovations within the industry.

Video:

- Manage and utilise Grasmere Gingerbread® YouTube channel;
- Film, edit and upload reels/videos for TikTok, Instagram and Vimeo;

Website and Ecommerce:

- Maintain company website and update relevant web pages as and when required;
- Develop ecommerce alongside the Technical Manager and Dispatch Manager and ultimately deliver website visits and conversions;
- Ensure website is fully functioning by liaising with the Technical Manager and website designers;
- Proficiency in Campaign Monitor to build and publish regular email newsletters with creative flair (content copy supplied);
- Customer email database management incorporating GDPR best practice;
- Conduct keyword research, identify and implement SEO best practice to optimise Grasmere Gingerbread® website and digital presence;
- Manage and update Grasmere Gingerbread® international websites to fulfil overseas marketing objectives (working with external providers).

Photography:

- Product and setting photography;
- Use of Adobe Lightroom/Photoshop and photography editing software;
- In-house and PR photography requirements;

- Liaise and coordinate photography shoots with external photographers;
- Operate and amplify Grasmere Gingerbread® Pinterest account.

Design:

- Support the team with creation of graphics for marketing and sales assets with Canva or Adobe Illustrator;

Other responsibilities and duties:

- Photo library management to ensure content is named and categorised properly and accessible for the team;
- Responsible for media archive (includes press, print, audio, video);
- Budget management for digital advertising campaigns;
- Responsible for Grasmere Gingerbread® account on Eventbrite;
- Create and coordinate Grasmere Gingerbread® email footers using WiseStamp software;
- Other relevant activities outwith immediate job description that may positively impact upon sales and marketing activity.

Role requirements:

- Significant experience managing social media and content creation;
- Proven success running digital campaigns;
- Meticulous attention to detail is paramount;
- Ability to self manage and work as part of a close knit team;
- The professional authority and ability to ensure that the Grasmere Gingerbread® brand and ethos are upheld at all times;
- Understanding food industry and appreciation of the unique Lake District landscape.

Essential skills:

- Exceptional copywriting skills and a passion for creating content;
- Effective communicator at all levels both verbal and written;
- Excellent organisational skills, time management and ability to multi-task;
- Proficient in IT skills (Microsoft) and software;
- Creative, innovative and highly motivated;
- Demonstrate the ability to understand engagement metrics and KPIs.

Desirable skills:

- Experience of working within the food industry;
- Knowledge of how to use a DSLR camera and photography experience, although candidates with relevant qualifications but without photography experience will still be considered for the role;
- Understand PPC campaigns;

- Degree in digital marketing or equivalent high level qualifications relevant in this field.

Provision/Benefits:

Significantly, this position offers you 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. We also offer (points 2 and 3 after 3 months and points 6 and 7 after 12 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. Payment of out-of- work courses that would be beneficial to the position*;
6. A birthday present of a day's pay on your birthday;
7. £50 worth of goodies of your choice;
8. Free refreshments and as much Grasmere Gingerbread® as you like
*after successful completion of probationary period.

To note:

- Company phone, laptop and camera are provided with this position;
- Special confidentiality agreement to be undertaken;
- Strict adherence to company Health & Hygiene policy.

To apply:

- **Application forms should be accompanied by a letter and/or video** stating your desired reasons for wishing to work for Grasmere Gingerbread®;**
- **We DO NOT accept CVs attached to an application form which must be completed fully to be considered;**
- **Applications will ONLY be accepted on a company application form and submitted by email to people@grasmeregingerbread.co.uk**
- **Application forms can be downloaded from our website under *employment*. <https://www.grasmeregingerbread.co.uk/page/employment/>**
- **If you have any questions or queries, please contact Zoe Evans, People & Culture Manager at people@grasmeregingerbread.co.uk**

**** send video by WeTransfer to the above email**

**You can peruse our present team on our dedicated Staff page at:
www.grasmeregingerbread.co.uk/page/staff-profiles/**

We look forward to receiving your application.

Thank you and good luck.