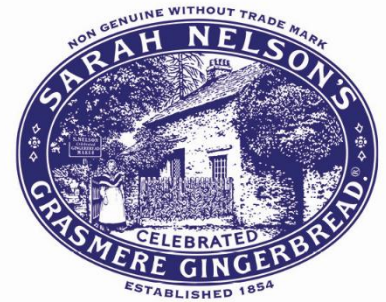


Sarah Nelson's Original Celebrated Grasmere Gingerbread®



**Our mission is to make *'the best gingerbread in the world'*
and deliver a truly unique sensory experience.**

Our vision is threefold; to respect over 170 years of heritage, to protect the integrity of the brand, and to sympathetically grow the business to fulfil future customer expectation.

About us:	Grasmere Gingerbread® is an iconic, third generation family business in the heart of the UNESCO Lake District National Park in Cumbria. Our core values are passion, trust, integrity, authenticity, excellence and respect.
Position:	Tourism Marketing & Heritage Manager
Location:	Grasmere, Lake District National Park (on-site role)
Salary:	£32,000 - £37,000 (dependent on relevant experience and qualifications), Additional remuneration for foreign language skills.
Days & hours of work:	Full-time on-site Monday to Friday (40 hours a week) but these hours may increase due to the variable demands of the role.
Main purpose of the job:	With an understanding and appreciation of the Grasmere Gingerbread® provenance, to drive visitors to the business's Grasmere and Hawkshead shops for a unique heritage experience.
Position status:	A new and exciting role for an experienced tourism marketer to dynamically shape and deliver the visitor experience at the world-famous Grasmere Gingerbread Shop (and its sister shop in Hawkshead) and to deliver an expansive/rewarding outreach programme.
Ultimately responsible to:	The Directors
Reporting directly to:	Brand Development Manager
Internal liaison:	Marketing and Sales team, ecommerce, dispatch, procurement, production, retail operations, bakery and finance.

External liaison: Tourism and travel organisations, tour operators and tour guides, community organisations and other relevant agencies. Designers, printers, marketing associates, PR, photographers, copywriters, translation services, and relevant customers, corporate clients, and potential stakeholders.

Tourism Marketing & Heritage Manager

Main tasks of the job:

- Identify and implement opportunities within the overall marketing strategy to meet the company's objective of driving/increasing visitor numbers to the two Grasmere Gingerbread® shops and to provide an exceptional visitor experience;
- Facilitate, manage and co-ordinate relevant/appropriate marketing activity;
- Responsible for managing all marketing print and its distribution;
- Manage and co-ordinate all marketing, advertising and promotional activities;
- Promote Grasmere Gingerbread shop(s) to international markets through forums, networking and assets;
- Promote The Grasmere Gingerbread Shop (and Hawkshead shop) as visitor attractions within the wider tourism sector;
- Organise and attend business events and exhibitions (will involve travel);
- Delivery of special events;
- Host VIP/Tour Operator visits;
- Implement the 'Talk and Taste' visitor option (market, sell, facilitate and train team), and when required deliver this service outside The Grasmere Gingerbread Shop (costume to be worn);
- Manage, administer and deliver the Grasmere Gingerbread® outreach/history programme (costume to be worn);
- Gather, manage and utilise all relevant visitor and operator data;
- Communicate up-to-date visitor information across all mediums;
- Produce reports as directed by the Brand Development Manager;
- Manage the Marketing & Sales team internal communications;
- Provide support to members of the Marketing and Sales team as and when required;
- Budget monitoring across relevant marketing activities;
- Maintain a constant Grasmere Gingerbread® presence across all mediums.

Essential skills and experience:

- **Attention to detail is paramount;**
- Proven track record of working within the marketing and tourism industry (preferably within the local region);
- Highly effective communicator at all levels and through all mediums;
- Print and publications, copywriting, design guidance and proofing;
- Excellent time management;
- Highly presentable and people skills;
- Able to manage and co-ordinate several projects at once;
- Competent public speaker;
- Enthusiastic and creative;
- Fully computer literate;
- Full driving license.

Desirable:

- Qualifications in a marketing discipline(s);
- Experience of working within a tourism, heritage organisation or tour operator;
- An understanding and appreciation of retail;
- Digital marketing experience.

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, 4 & 5) after 3 months' probationary period, point 2 after one year's service.

1. Health policy with the option to add family members. Includes a cash back scheme for health and also everyday essentials and luxuries;
2. A day's pay on your birthday;
3. Free car parking in Grasmere if not resident;
4. 'My Cumbria Card' offering discounts for regional attractions and facilities;
5. Staff discount;
6. Paid out-of-work courses benefitting the position;
8. Free refreshments and as much Grasmere Gingerbread® as you can eat.

To note:

- Special confidentiality agreement;
- This on-site position is located with the marketing office in Grasmere;
- Additional working outside normal office hours may be required to meet the demands of the position i.e. trade exhibitions, hosting tour operators, etc.

Recruitment process:

1. Application forms (downloaded from the website under 'Contact' – Employment) and covering letter* are reviewed against essential skills and experience.
2. If selected, Zoe Evans, our People and Culture Manager, will undertake a telephone discussion regarding your application.
3. If your application is taken forward, you will then meet with the Directors via Zoom.
4. At this stage, successful candidates will then be invited into the business to undertake relevant tasks, meet the team, site tour and panel interview. This stage can be adapted to meet the candidate's location and time restrictions.

*please provide a cover letter with your application form stating **why you would love to work for Grasmere Gingerbread® and what you feel you would bring to the role.**

Thank you for your interest.

1st May 2025