

# Sarah Nelson's Original Celebrated Grasmere Gingerbread®



## Sales Ambassador (Event Manager)

*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.**
- Location:** Grasmere, Lake District National Park
- Salary:** **£27,000 - £32,000** (dependent on skills, experience and relevant qualification). Further information given at interview stage regarding additional **commission and subsistence allowance payments.**
- Days of Work:** *Varied:* dictated by the demands of the post which can fluctuate. Includes outside events, promotional activities, and history talks. Events are often at weekends, and (very occasional), off-site talks are usually held in the evening
- Visit our website under 'Buy', then 'Events' to see our 'On the road' events programme from 2024.**
- Hours of Work:** *Varied:* contingent on event and/or geographical location. Can be early morning starts to set up for day events whilst history talks can finish late in the evening. 40 hours per week.  
On-site core administration hours are Mon-Fri 9am – 5.30pm.
- Main purpose of the job:** An exciting post for someone who considers themselves a 'people person' and relishes being the 'face' of Grasmere Gingerbread® in and out of Cumbria. It involves flexible working at outdoor and indoor (when permitted) events, shows, country fairs, promotional days, pop-up shops and includes delivering promotional talks to a variety of organisations such as U3A, Rotary, WI and tour groups on and off-site. Duties include preparing for and attending all of the above to make direct sales and build 'brand' awareness, communicate information about Grasmere Gingerbread®, its mail order service and promote The Grasmere Gingerbread Shop(s), and its pivotal role within the Lakeland

economy. The successful candidate would have a genuine enthusiasm for the product and its unique provenance, an appreciation of Cumbria and the Lake District as a visitor destination and a love of the area's distinctive food heritage.

**Ultimately responsible to:** The Directors

**Reporting directly to:** Brand Development Manager

**Internal liaison:** Operations, Marketing and Sales team, ecommerce, dispatch, procurement, production, retail operations, bakery, and finance.

**External liaison:** Customers, event organisers, event services providers, designers, PR agencies, community groups, business organisations, tour operators and guides.

**Main tasks of the job:**

- Research and plan an events programme to maximise sales and company exposure;
- Event promotion through cross functional marketing with the Marketing and Sales team;
- Prepare company briefing notes through logistical planning;
- Prepare stock sheets and stock;
- Pack vehicle of all stock and equipment and take to location;
- Setting up and taking down of stand/presentation and any equipment;
- Visual display and delivery of company image and brand;
- First class customer care;
- Sales and promotion of the business, Grasmere Gingerbread® and sundry products;
- Inform and sell on the shop and other products and services; mail order, group visits, talks, etc.;
- Delivery of history talks and presentations to both the public and trade through various mediums on and off-site;
- Event housekeeping;
- Working alongside other team members or in a supervisory capacity when events require additional staffing;
- Stock monitoring and final stock checks;
- Responsibility of income;
- Be responsible for health & hygiene and safety;
- Event de-brief paperwork;
- Event evaluation with Brand Development Manager;
- Self-management of working schedule around events programme;
- Continual research for other promotional events and opportunities through event media/contacts and associates;
- Assist with any in-house events;
- Undertake any other duties, reasonably requested by the managers to ensure that the best sales and marketing opportunities for the business are executed.

**Person Specification:**

The successful candidate should be highly personable, sales focused, self-motivated and be passionate about Grasmere Gingerbread®, artisan foods and the Lake District. Energetic and able to travel independently to various locations.

## **Essential Skills:**

- **Professional ability to represent the business and embrace the company's ethos and communicate it to all parties;**
- **Attention to detail is paramount;**
- Highly presentable and personable with exceptional people skills;
- First class customer service skills;
- Highly effective communicator at all levels and through all mediums;
- Highly organised, self-managing and with excellent time management skills;
- Competent public speaker;
- Enthusiastic and creative;
- Fully computer literate;
- Excellent numeracy;
- **Competent driver (to drive company van) with a clean license.**

## **Desirable:**

- Qualifications/and or experience in sales or Event Management/Promotion would be highly beneficial;
- Experience of working within a tourism and/or food business;
- 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:**

- Holidays - statutory pro-rotas, to be taken around the events programme;
- Special confidentiality agreement;
- When not in attendance at events, the rest of the time is located on-site within the marketing office in Grasmere.

**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.*

August 2025