

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, integrity, respect, authenticity, trust and excellence.**

Position: **Social Media & Digital Executive**

Salary: **£30'000 - £35'000** (dependent on skills, experience and relevant qualification)

Location: Grasmere, Lake District National Park (**on-site role**)

Days & hours of work: Monday to Friday 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.

Status of role: An 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: The Social Media & Digital Executive plays a pivotal role in developing the social media presence of Sarah Nelson's Grasmere Gingerbread® through planning, creating, scheduling, and posting effective social media content. Combining creativity with strategy, the Social Media & Digital Executive works to achieve two core objectives; firstly, to build brand awareness via all relevant social media channels and, secondly, to drive new audiences to the Grasmere Gingerbread® website and outlets.

Ultimately reporting to: The Directors

Reporting directly to: Ecommerce Manager

Internal liaison: Marketing and Sales team, operations, procurement, ecommerce, dispatch, procurement, production, retail operations, bakery 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:

- Manage, maintain and grow all company social media accounts - Facebook, Instagram, X, LinkedIn, TikTok, YouTube;
- 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.

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.

Video:

- Manage and utilise Grasmere Gingerbread® YouTube Channel;
- Film, edit and upload, reels, videos of TikTok, Instagram and Vimeo.

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 out with immediate job description that may positively impact upon sales and marketing activity.

Role requirements:

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

Essential skills:

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

Desirable skills:

1. Experience of working within the food industry;
2. 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;
3. Understand PPC campaigns;
4. Degree in digital marketing or equivalent high-level qualifications relevant in this field.

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. The role includes a six-month probationary period. The following benefits (points 1, 4, 5 & 7) after 6 months' probationary period, point 2 after one year's service:

1. Health policy with the option to add family members, including a cashback scheme for healthcare, everyday essentials and leisure spending;
2. A day's pay on your birthday;
3. Free parking in Grasmere for non-residents;
4. 'My Cumbria Card', offering discounts on regional attractions and facilities;
5. Staff discount;
6. Paid external courses that support the role;

7. £50 worth of goodies of your choice;
8. Free refreshments and unlimited Grasmere Gingerbread® while at work.

To note:

- Company phone, laptop and camera are provided with this position.
- A special confidentiality agreement must be signed as part of the appointment process.
- This on-site position is located with the marketing office in Grasmere and is not offered hybrid or remote.
- UK Driving License is required for this role.

Recruitment process:

1. Application forms should be accompanied by a letter and/or video** stating your desired reasons for wishing to work for Grasmere Gingerbread®;
2. To be considered, applicants must complete the company application form in full and submit it by email to people@grasmeregingerbread.co.uk. CVs attached to an application form will not be accepted.
3. If selected, we will undertake a telephone discussion regarding your application.
4. If your application is taken forward, you will then meet with the Directors via Zoom.
5. At this stage, successful candidates will then be invited into the business to undertake assessments relevant to the role.
6. Finally, successful candidates will be invited for a panel interview to meet the team and have a site tour.

*Please provide a video/ 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.** Please send your video via we.transfer@grasmeregingerbread.co.uk

Thank you for your interest.

1st August 2026