

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: Sales & Merchandising Manager

Salary: £32,000 – £37,000

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

Days & hours of work: Monday to Friday 9am – 5.30pm (1 hour for lunch)

Main purpose of the job: To maintain and increase sales of products through coordinating various written and visual mediums (face-to-face and digitally). To work closely with the Sales and Marketing Director and Procurement Manager to implement and execute sales campaigns to achieve superior customer engagement and transactions and contribute to sustainable growth. To plan, develop and implement strategies that deliver all-year round sale of products (including seasonal promotions). To creatively and thoughtfully present merchandise to brand guidelines.

Ultimately responsible to: The Directors

Reporting directly to: Sales & Marketing Director

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

External liaison: Over and above both B2C and B2B customers, website developers, designers, printers, sales and marketing associates, PR, photographers, copywriters, translation services and potential stakeholders.

Main tasks of the job:

1. Sales Management through the analysis, interpretation and tracking of sales, customer needs and feedback, market trends, product ranges, product needs, online and shop sales, events and to plan accordingly/responsively;
2. Create product sales literature – design, produce copy, coordinate and style photography for content;
3. Manage all product web listings, including SEO-focused sales copy, product details, action photography, and the creation and monitoring of Meta advertising campaigns.
4. In conjunction with the Sales and Marketing Director and Stock & Procurement Manager, create seasonal sales promotions, execute and publish to both web/printed literature and distribute accordingly;
5. Write, design, format and publish email newsletters for the sales and marketing department;
6. Deal with ‘non-over-the-counter’ sales’ enquiries, i.e., wedding favours, Rum Butter, large orders, bespoke orders, corporate and special events;
7. Manage, care and develop relationships with existing and new corporate customers;
8. Develop new markets and execute campaigns for ‘non-over-the counter’ sales;
9. Plan, create and implement sales promotions within our shops;
10. Communicate with shop and event staff internally, and with customers externally, through sales boards, literature, and creative displays;
11. Maximise customer interest and sales levels by displaying products creatively and appropriately, i.e., seasonal and/or promotional;
12. Deliver face-to-face front-of-house staff training and manage retail training manuals;
13. Support the Hawkshead shop (once a week or biweekly) and Grasmere shop (occasional support as and when) and undertake barista training;
14. Provide support at events across the country as required, including weekends and work outside normal hours;
15. To undertake any other duties, reasonably requested by the Directors and Senior Leadership to ensure that sales and marketing opportunities for the business are explored, executed and maximised for sustainable growth.

Essential skills and experience:

- **Attention to detail is paramount;**
- Proven track record of working within retail and merchandising (**minimum 3 years experience**);
- Highly proficient in Microsoft Office, IT systems and e-commerce workplace applications;
- Print and publications, copywriting, design guidance and proofing;
- Creative skills in merchandising, styling and photography;
- Highly effective communicator at all levels and through all mediums;
- Personable, presentable and with first-class customer service skills;
- Highly motivated and organised with excellent time management;
- Able to manage and co-ordinate several projects at once;
- Full driving license.

Desirable:

- Qualifications in a sales, marketing or merchandising discipline(s);
- Experience of working within a food, artisan business or heritage brand;
- Social media 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. The role includes a six-month probationary period. The following benefits (points 1, 4 & 5) after 6 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:

- 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.
- Additional working outside normal office hours may be required to meet the demands of the business;
- Uniform provided and to be worn when required.

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, we 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 assessments relevant to the role.
5. Finally, successful candidates will be invited for a panel interview to meet the team and have a site tour.

***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 June 2026