

## Marketing, Communications & Events Manager

Reporting to: General Manager



This is a role for a creative and dynamic hands-on individual, devising and rolling out a marketing strategy for the next phase of development of our unique business.

Our award-winning store was opened in 2016 and we're very proud of our impressive growth and success. Now we have some exciting plans in mind and are creating this new post to help turn our ambitions into reality.

### The role includes:

- Devising and executing a programme of marketing activity that achieves real business benefits.
- Upholding, enhancing and promoting our strong brand identity, ethos and values.
- Communicating effectively with all stakeholders, using a wide range of appropriate methods and media.
- Maintaining and developing our brand assets, including our website and social media channels.
- Ensuring our store is enticing all year round and that our customers are offered a regular programme of interesting communications and events that enhance their experience while promoting our key objectives.

### Experience and skills required:

- A love and comprehensive understanding of food and drink, preferably including knowledge of Cornwall's food industry.
- Marketing experience, preferably in a food/drink or retail/events environment. Experience of media relations would be an advantage.
- Experience of leading and taking responsibility for projects and/or tasks, with a sharp understanding of the importance of productivity and value for money.
- Polished written and verbal communication skills with a friendly, contemporary style, adaptable to different audiences.
- Knowledge and experience of digital communications applications, including website content management systems, e-newsletters, all the main social media channels and other tools to enhance online presence effectively.
- An appetite for change and development, with demonstrable ability to discover and embrace each challenge, exploring new technologies and identifying opportunities.
- Creative flair in the practical application of brand values and use of materials. An eye for style. Experience of visual merchandising would be a distinct advantage.
- Strong team ethos, with the ability to multi-task and adapt and flex as necessary.
- The ability to meet deadlines under pressure, ramping up the pace when required.
- Excellent IT skills including detailed knowledge and understanding of Microsoft Office applications and file and image management. Experience or knowledge of graphic design software and/or photography would be an advantage.

### What the right candidate can expect from the job:

- The opportunity to be part of a highly reputable, dynamic Cornish brand and a pioneering business.

- A chance to contribute and share ideas – and see them come to fruition - within a nimble enterprise that adapts and evolves imaginatively.
- The opportunity to work among a strong, friendly and committed team under the guidance of an exceptional mentor.
- Fast-paced, varied and rewarding work in a supportive environment where no two days are ever the same.
- The chance to hone and extend skills and responsibilities to progress a rewarding specialism.

#### Hours, pay and benefits:

- This is a full or part time position of a minimum 30 hours a week. The business is a 7 days a week operation and some weekend/Bank Holiday work will be required on a rota basis. Hours are normally rota'd between 8am and 5pm Monday to Saturday; 9.30-4.30pm on Sundays. However, as this is a senior role within our business, the post-holder will take on Duty Manager and keyholder responsibilities, opening and closing the store (currently 7.30am/6.30pm) on a rota basis. Evening cover will be required very occasionally to cover special events.
- Very generous staff discount, on site parking, uniform.
- Salary up to £35k based on a 40 hour week (pro rata if necessary), depending on ability and experience.

#### What to do next:

- If you think you have the right skills and qualities and would like to apply, please complete our application form, available from the store or downloadable [here](#).
- Please return the completed form to [jobs@greatcornishfood.co.uk](mailto:jobs@greatcornishfood.co.uk) along with an up to date CV of no more than two sides of A4.
- Applications close at midnight on Sunday 8<sup>th</sup> May 2022.