



THE SCHOOL OF ARTISAN FOOD

Sales & Marketing Manager

1 FTE (permanent)

40 Hr per week, typically Monday to Friday inclusive, with some weekend work.

Predominantly on site, with hybrid working possible up to 1 day per week.

Location

The School of Artisan Food, Lower Motor Yard, Welbeck, Nottinghamshire, S80 3LR

Salary and benefits

£30,000-£35,000 p.a. dependent on qualifications and experience

Contributory company pension plan

Opportunities to access School of Artisan Food courses, additional professional development opportunities, and to gain certifications

The Welbeck Card – 9% staff cash discount plus ‘savings points’ at Welbeck Farm Shop, The Harley Gallery and The Portland Collection

Access to various discounts across the estate throughout the year, including School of Artisan Food Friends and Family Discounts, and discounts at Welbeck Holiday Cottages, Cuckney House, and Lady Margaret Hall bookings

Opportunity to join Westfield Health

Employee bike scheme

Monthly free drink at The Welbeck Abbey Brewery on the last Friday of every month for all employees. Family and pets welcome!

Role Description

The School of Artisan Food is seeking a full-time, permanent Sales & Marketing Manager with the experience and dedication to strategise and proactively lead on sales, marketing, PR, and communications on behalf of The School. As a charity, we passionately advocate for high-quality food education, particularly in secondary

schools and for healthcare professionals. We work with a range of partner organisations and other charitable bodies to offer inclusive food education and bespoke baking, butchery, cheese-making, curing, patisserie, viennoiserie and other food-related training, favouring real, seasonal and local food and ingredients, and 'slow' processes, such as fermentation.

Our portfolio includes short and longer courses for food-lovers and professionals, a very-popular summer school, validated courses including our Advanced Diploma, and an FdSc and BSc (Hons) in Artisan Food Production (delivered in collaboration with Nottingham Trent University). We are seeking a special individual, able to demonstrate excellent personal and/or professional working knowledge of food and/or food education, with a genuine passion for ingredients, artisanal food, and skills-based learning. Reporting to the Managing Director.

The successful role-holder will work with the Managing Director, as part of The School's highly committed leadership group, to guide and drive excellence across our internationally renowned food education portfolio. As a not-for-profit organisation, we are seeking a Sales & Marketing Manager with expertise and experience of advocacy and charitable activity, over and above B-to-C sales activity, to support the ambitious evolution of our future vision. It is expected that the successful candidate will have line management responsibility for a small number of administrative reportees. We also expect the successful role holder will be supported by a part-time Marketing Officer. The role of Sales & Marketing Manager is open to any candidate who can demonstrate the necessary skillset, experience and/or qualifications as per the person spec below.

Duties

- Creatively lead sales, marketing, communications and PR activity, across all our portfolios, on behalf of The School of Artisan Food, including proactively seeking opportunities, and horizon scanning for possible campaigns to further the vision and mission of The School;
- Develop, keep under review, and regularly update The School's Sales and Marketing Strategy and responsibly manage the associated budget, including considered engagement with agencies, ensuring value for money;
- Manage The School's brand, working with all stakeholders to ensure a commitment to enduring brand consistency;
- In collaboration with the Operations Lead (Resources), keep our course offer under constant review, innovating and monitoring relevance and seasonality, sales, fill-rates, discounting, upselling and cross-selling, and manage course waiting lists, formally reporting on digital marketing performance to the wider leadership team;
- Produce and share regular, high-quality engaging communications on behalf of The School, including all newsletters/ mailshots;

- Establish, lead and coordinate the management and use of an effective CRM system across The School;
- Proactively initiate and maintain relationships with relevant media outlets, partner organisations, collaborators, supporters, students, and customers, including scheduling, planning and delivering appropriate stakeholder engagement activities to build and strengthen these relationships;
- Design The School's social media and digital sales networks strategy, leading and maximising our engagement across all channels and suggesting creative ways for us to advocate, communicate and sell, including monitoring and responding to interactions as required;
- Support the wider team's ability to effectively respond to all types of enquiries, providing content where needed, and professionally manage our public relations, in collaboration with the Managing Director, on behalf of The School;
- Contribute positively as a leader, communicating effectively across the leadership team and beyond;
- Prepare regular reports for the Trustees, Managing Director, and wider leadership team;
- Contribute, as a School of Artisan Food employee, to the day-to-day workings of The School as required, including responding to incoming calls, monitoring central inboxes, and acting as Manager-in-Charge on select days (shared across the leadership team, by negotiation) across the calendar year.

Application Process

To apply for this position, please send maximum 2-page CV and cover letter explaining how you meet the person specification to recruitment@welbeck.co.uk no later than 5pm on Thursday 12th December 2024.

If you would like to discuss this post informally, please call Jenny Paxman, Managing Director, on 01909 532171 or email jenny.paxman@schoolofartisanfood.org.

Person Specification

Qualifications and/or experience

	Example	Essential/ Desirable
A relevant degree or masters-level qualification (or equivalent) in Marketing or a related field	<i>A relevant BSc or MSc, and/or significant experience in marketing management, ideally in the not-for-profit and/or food sector</i>	E
Significant experience of designing, leading and monitoring social media as both a sales and advocacy tool	<i>This should be evidenced and across a range of channels (including Meta, LinkedIn, BlueSky and others)</i>	E
Website management, including ways to maximise performance and manage data exports to inform future sales and marketing activity	<i>This may include technical expertise, experience of producing/ editing/ managing web-hosted copy and imagery, guiding innovation, GDPR, improving accessibility, troubleshooting, experience of a range of platforms such as Wordpress, Squarespace, Wix etc., please specify and give examples</i>	E
Experience of both establishing and managing CRM systems	<i>E.g. HubSpot, Salesforce or proprietary CRMs. Please specify and give examples.</i>	D
Qualifications and/or experience of using design applications to support effective communication	<i>E.g. Canva, Photoshop or other design applications</i>	D
Experience of using the Microsoft Suite as a minimum and the ability to interpret data to guide business decisions	<i>E.g. competent and confident using Excel</i>	E

Cont...see over

Skills and behaviours

	Example	Essential/ Desirable
Managerial and/or leadership training or experience or equivalent within a not-for-profit, educational, and/or food-related organisation	<i>Such as leading specific business streams, line managing individuals, or teams. Contribution to leadership activity (including working strategically) within an organisation with at least some similarities to The School of Artisan Food</i>	E
A love/ passion for ingredients, artisanal food, and skills-based learning	<i>This may be evidenced through your professional experience or activities outside of work</i>	E
Creative, with an eye for detail	<i>The ability to produce carefully crafted copy and to accurately proofread and edit the work of others. The ability to notice and proactively act on what matters to The School both on site and across a wide range of external channels (media and press, socials, policy, regional activity etc).</i>	E
Exemplary written English and verbal communication skills suited to a wide range of relevant audiences	<i>Communicating verbally and in writing to the highest of professional standards, across a range of audiences, e.g., staff, tutors, volunteers, auditors, local authority, Trustees, press</i>	E
Excellent organisational, planning and time-management skills, evidenced through successful and timely delivery of business-critical projects	<i>Hitting deadlines, actively managing wide and varied activities/ tasks, punctuality, reliability etc.</i>	E
Media capture and editing skills	<i>The ability to set up suitable shots, manage personal data and photographic/ media release permissions and/or capture and edit photographs, video and other content for use in print, online and on social media</i>	D
Strong interpersonal skills that demonstrate emotional intelligence and the ability to lead and ensure delivery of agreed goals and high-quality outcomes	<i>Engage inclusively, whilst challenging constructively, use judgement, create agility and capability, whilst staying on course, lead collaboratively</i>	E

