

Brand Manager – Gloucester Services, Farmshop & Kitchen

We're looking for a new Brand Manager to join us at our award winning Gloucester Services, Farmshop & Kitchen to help tell our unique story.

You'll be joining a brilliant team and be part of something really special on the motorway. You really will get to work somewhere, not anywhere.

You'll have a passion for food, believe in our cause and know about what we do. Identifying stories and being able to bring them to life will be your passion and you'll spot these a mile off. You'll be curious, believe in the power of words and want to help us campaign about the things we care about.

A strong background in PR that you can demonstrate will be key and managing social media channels will be second nature. You'll have general marketing experience and ideally from another food business but if you're not don't let that stop you from applying, the main thing is you believe in our cause and can demonstrate your experience.

As well as working closely with colleagues at Gloucester Services and across our business including buying, food development and creative teams you'll work in partnership with our community partner, Gloucestershire Gateway Trust.

This is a full time role working 40 hours per week over 5 days. Salary is dependent on experience.

You'll work as part of a central marketing and creative team but be based at Gloucester Services.

Your day to day role will include:

- Planning and delivering a customer focused Marketing, Events & PR Plan
- *CUSTOMER*: The brand & customer guardian for your site, you who will be responsible for creating your sites weekly customer report, managing the brand guidelines and making sure top class execution of signage & menu boards, point of sale, storytelling and campaigns.
- *COMMUNITY*: Work closely with Gloucestershire Gateway Trust our Community Partner to share our story through all our social channels, PR and content production. You'll spend time thinking about how we bring to life on site.
- *PR*: Build relationships with local press, influencers and bloggers to raise awareness of our what we do and share interesting and unique stories
- *CONTENT*: Creation, development and delivery of content working with all departments including our buyers, food developers, marketers, and the producers we work with
- *MARKETING*: Activity that drives brand awareness / reasons to visit and supports sales conversion. Manage the email marketing and social media marketing channels for your site including any paid for advertising
- *EVENTS*: A cultural programme of events all year round that creates reasons for customers to visit / enhance experience of visit to include book signings, music etc.
- *FEEDBACK*: Management of the customer satisfaction & feedback working agenda for your site sharing both internally and externally and working closely with the operational teams to drive positive change
- To support in the delivery of our new brand rollout for your business.

In return we will offer you fantastic benefits across the Westmorland Family of businesses including;

- Free meal allowance while on shift, as well as free tea and coffee
- Between 25% and 75% discount on most items in our cafes and shops
- Free car parking
- 28 days holiday increasing with length of service to 33 days (pro rata'd for part time employees)
- Contributory pension scheme after completion of your probationary period
- An opportunity to grow your career with us



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