

## **Marketing & Sales Assistant**

We're a small, but growing, workers' co-op committed to making healthy, hand made, real bread using traditional techniques and high quality ingredients. Our ethics and values are very important to us, and form a solid basis for our decision making. Our aims are to create a sustainable business model that will provide well for our workers as well as delivering high quality products to our customers.

We function as a co-op, with a flat management and flat wage structure - everyone's input is valued and all members and employees have the opportunity to influence the business. We collaborate with and support other businesses and organisations in our local community who care about others and the environment.

This role is for 24 hours/3 days working each week. The regular days of work are open to negotiation and will be asked about at interview.

We are looking for someone who has the skills to fulfil the responsibilities described below, which outlines the main tasks of the job, but this list is not exhaustive – as a busy, small and rapidly growing business we're looking for people who can adapt to the changing business and the tasks that may be required of them. In the initial stage the role will largely comprise the duties given below, but are liable to change with the business needs and your interests within them.

We're looking for people who are interested in co-ops, passionate about good food and are looking to be part of a busy team who are supportive and excited about what they do. This role will be part of the Marketing and Sales team but will mainly require cross team collaboration, from baking to finance to admin staff.

### **Job Purpose**

To establish and maintain our customer care, create day to day social media content and manage our established retail collaborations (as detailed below).

The main duties of this role will be:

### **Customer Care & Sales**

Oversee the establishment and maintenance of our customer care process, including but not limited to:

- Establish and help monitor targets related to each customer. Amend and work

towards achieving these targets on an ongoing basis.

- Overseeing new customer process and being key point of contact for new wholesale customers.
- Ongoing management and monitoring of customer contacts and sales information.
- Being the key point of contact for larger customers for direct customer care, arranging regular meetings and offering potential up-selling and collaboration opportunities.
- Organising and attending meetings with new and old customers, when requested.
- Oversight for checking-in with existing customers outside of larger group.
- Maintain monthly overview of sales to assess whether any change in ordering is taking place, for all customers.
- Application of discounts/offers policy as part of up-selling strategy.
- Assessing each customers current order and looking at targeted up-selling (with the initial expectation of contacting three customers each week).

### **Social Media Day-to-Day**

- Produce and share day to day social media content on the Leeds Bread Co-op Instagram/Twitter/Facebook accounts, specifically in regards to upcoming markets, bread classes and other relevant events.
- Keep the social media planner up to date and communicate with other teams about upcoming promotion.
- Contribute content to the website and help co-ordinate contributions from other Leeds Bread Co-op workers.
- Ensuring content adheres to social media strategy/policy and suggesting alterations/refinements where necessary.

### **Retail Co-ordination & Promotion**

- Oversight for retail outlets, including the collation and review of ongoing sales figures.
- Being the point of contact for retail, arranging monthly check-ins and ensuring requisite information and training is provided.
- Supporting promotion of retail outlets and organising publicity and events to this end.
- Identifying other potential retail outlets/opportunities.

### **Bread Classes Promotion & Administration**

- Publicise upcoming Bread Class dates, including via website and social media, and to waiting list, to fill all available places on classes.
- Ensure up to date and accurate information is given to in response to all enquiries, alongside Day Admin workers.
- Track bookings, payments and allocated spaces on classes, including limited concessionary places.

- Send out emails with pre-class and post-class info to all attendees.
- Print bookings and any additional info for staff running the class.

The role attracts an actual salary of £10,246.08 per annum. **We are looking for someone who is available to start as soon as possible or during the week commencing 24th June at the latest.**

We offer a generous holiday entitlement and operate a TOIL scheme for our workers. Food is provided free of charge for all staff during working hours and you will have access to various other discounts and benefits.

We are a [Mindful Employer](#), committed to a positive approach to mental health and wellbeing in the workplace.

### **How to apply**

Please read the job description and person specification, then complete the application form and send it to us at [personnel@leedsbread.coop](mailto:personnel@leedsbread.coop) by **5pm on Monday 13<sup>th</sup> May**. Please note that we do not accept CVs.

Interviews will be held week commencing 20<sup>th</sup> May.

If you have any further queries, or would like an informal chat about the role please feel free to contact us by phone on 0113 2625155 or email us at [personnel@leedsbread.coop](mailto:personnel@leedsbread.coop)