



**Job Title:** Marketing and Content Manager

**Location:** Reading, Berkshire – remote working but must be available for in-person meetings

**About Us:** This role will span two transforming brands within a family run business.

- Buns of Joy - a recently launched and growing ecommerce business. Creating gorgeous cinnamon bun gifting experiences designed to empower and uplift women.
- Warings Bakery - a family run bakery started in 1932. Warings has five bakery branches as well as an ecommerce site and creates delicious traditional bakery products for the whole family.

### **Role Overview:**

We are seeking a dynamic Marketing and Content Manager to join our team, responsible for the day-to-day strategy, planning, and execution of our marketing activities across channels focused primarily on social media, email marketing, website management, and events across both brands. Responsibilities will span both brands, flexing over the course of the year as each business has its key selling periods.

### **Key Responsibilities:**

- Develop and execute comprehensive marketing strategies to drive brand awareness and customer engagement which lead to increased footfall in branch and sales across our two e-commerce platforms.
- Create content, manage, and optimise social media platforms (primarily Meta) to enhance brand awareness, community engagement and drive traffic to the ecommerce platforms.
- Create and execute email marketing campaigns and flows using Klaviyo to nurture customers, drive sales, and enhance loyalty and retention.
- Oversee our Shopify websites, refreshing regularly to ensure content is relevant, SEO-optimised, and user-friendly.
- Plan and coordinate marketing events, collaborations, PR, and partnerships to expand brand reach and visibility.
- Analyse marketing activities and understand performance against KPIs to optimise strategies and maximize ROI.

- Collaborate with internal teams and freelancers (e.g. design, operations, and customer service) to ensure effective communication, brand consistency and impact across all channels.

### **Required Skills and Qualifications:**

- Proven experience as a Marketing Content Manager or similar role, preferably in the ecommerce and/or food industry.
- In-depth knowledge of social media platforms, particularly Meta platforms (Facebook, Instagram).
  - Build the ongoing social strategy and content calendar.
  - Create static and video content including copywriting and capture video content at relevant events and on photoshoots.
  - Solid editing skills in platforms like Canva
  - Manage the posting and the community engagement through tools like meta business suite.
  - Conduct regular reviews of social performance and adapt the strategy and content accordingly to achieve goals set.
- Skilled in email marketing tools, specifically Klaviyo.
  - Establish the email strategy and develop regular content in line with the goals.
  - Understanding of email database management e.g. migration of profiles and effective management of the customer database. Always keeping an eye on industry best practices and measurement against relevant benchmarks to ensure we learn and improve.
  - Skilled in email content creation, copywriting, and campaign creation, effective audience segmentation, new flow automation, and campaign/flow analysis.
- Basic understanding of Shopify for website management, including content updates, SEO best practices, and UX/UI optimisation.
- Excellent project management skills with the ability to prioritise tasks and meet deadlines in an ever-evolving consumer industry.
- Able to interpret insights from analytics and reporting tools to shape impactful marketing strategies.
- Creative thinker with a passion for food and consumer brands
- Organised, proactive, agile, and happy to work independently.
- Forward thinking individual who is good at seeing the bigger picture and making decisions rooted in strategy.

### **What we are looking for:**

- ✓ **Strategic thinker:** Great at seeing the bigger picture, and developing plans focused on the key audience and messages.
- ✓ **Analytical focus:** Confident interpreting data and using it to help us maximize ROI
- ✓ **Great storyteller:** You can craft engaging messages and articulate ideas clearly.
- ✓ **Exceptionally organised:** You are detail orientated and love making things happen.
- ✓ **Proactive & resourceful:** You don't wait for instructions; you take initiative.
- ✓ **Local & flexible:** Available for occasional in-person meetups, with remote working for the rest.

### **Bonus Points If You:**

- Have experience in the food marketing industry.
- Love taking ownership of the strategy and developing new ideas.
- Are comfortable working in a fast-moving, entrepreneurial environment.

### **Why Join Us:**

- Opportunity to make a significant impact across two transforming brands, in a growing, family run business.
- Collaborative and supportive team environment with opportunities to develop new skills.
- Flexible working hours
- Part time role - 25 hours per week
- £60,000 per annum Pro Rata
- 4 weeks holiday plus bank holidays Pro Rata
- Laptop
- Freshly baked bread, buns, and treats—maybe the most tempting perk of working with us!

### **Application Process:**

If this sounds like you, send your CV and a short cover letter explaining why you'd be a great fit to [recruitment@waringsbakery.co.uk](mailto:recruitment@waringsbakery.co.uk)