**Communications & Marketing Executive for Bako Wales**

****

**Job Title:** Communications & Marketing Executive

**Salary:**£18,000-£22,000 per annum, depending on experience

**Contract:**Permanent

**Hours of work:**35 hours per week

**Reports to:** General Manager/Marketing Consultant

**Work Base:** Bako Wales Head Office, Gorseinon, Swansea

**About Bako Wales:**

Bako Wales is a wholesale supplier of baking ingredients and ancillary non-food goods to the food industry across Wales. Our customers include bakeries; cafes, coffee shops & restaurants; food manufacturers; catering companies; and more.

With a turnover in the region of £15m per annum, we are a significant business in Wales. We have a strong reputation within the industry and won Welsh Food Awards’ Wholesaler of the Year in 2018 as well as being a finalist in 2019. Bako Wales has recently introduced the option for our customers to order online, and this is currently being rolled out to those who wish to take advantage of it. We are based in the Gorseinon area of Swansea, South Wales.

Bako Wales operate with a relatively small, committed team of less than 50 people, with everyone doing their part to help us deliver the excellent service our customers need. We are a co-operative, which means that our customers are also beneficiaries of our business profits.

**Purpose:**

To work with the Sales, Customer Services, and Purchasing teams to ensure Bako Wales delivers strong customer engagement through digital channels and traditional materials.

To be directly responsible for keeping Bako Wales’ online presence up to date, creating relevant content for social media and website, developing direct email communications, and producing the monthly Bako Business publication, all of which attract interest and lead to engagement from existing and new customers. Collating information on customers and feeding this back to the relevant Bako Wales teams.

**Main Duties:**

* **Social media management:** developing and increasing the reach of Bako Wales’ social media channels; creating and designing written and visual content on a weekly basis; engaging with and responding to comments and questions
* **Email Marketing:**  creating email campaigns which help drive sales and increase the visibility of Bako Wales
* **Website content creation and updating:** Ensuring the Bako Wales main website and online ordering site are kept up to date, uploading the monthly Bako Business newsletter and individual product promotions to the website, identifying potential news stories for the site, writing, and uploading approved stories
* **Online Product Administration:** Collecting and uploading product information to the online sales system
* **Print materials:** coordinating and overseeing the production of all printed marketing materials, including the monthly Bako Business
* **Image and video content:** securing, creating, or commissioning appropriate images and video to use in customer communications
* **Brand consistency:** ensuring the consistent use of Bako Wales brand across all aspects of the business
* **Customer information:** gathering information on customers to enhance the existing customer profiles and feeding back to Bako Wales team
* **Monitoring Performance of Communications Activity:** Collecting and collating data on communications activity in order to guide decisions on future activity

**Additional Duties**

Bako Wales operates a tight ship and, as such, there will be times when you may be required to undertake additional tasks, duties and responsibilities that are within your capabilities. However, you will not ordinarily be assigned to duties or required to perform services which you cannot reasonably perform or are outside the range of your normal skills and experience.

**Person Specification:**

**Essential criteria**

* Experience or qualifications in marketing and communications
* Experience creating text and visual content for the web and social media
* Excellent verbal and written command of the English language
* Strong interpersonal skills
* Capacity to manage multiple projects and work to tight deadlines
* Microsoft Office skills (PowerPoint, Excel, Word)

**Desirable skills or experience**

* Writing copy for different audiences
* Using CMS to update websites
* Knowledge of SEO, Google Analytics, PPC
* Using creative software such as Canva to produce visual content
* Overseeing production of print materials
* Email marketing tools
* Video production and editing
* Organisational skills with ability to efficiently handle multiple tasks and within tight deadlines
* Willing to take the initiative and deliver high quality results
* Comfortable with presenting ideas and proposals to various audiences, including senior management
* A person who doesn’t step down from a challenge and is willing to learn and develop themselves
* Working in a small team
* Knowledge of Welsh

**Employment Terms and Benefits**

* 20 days holiday + bank holidays

This increases to 23 days + bank holidays after 5 years’ service, and to 25 days + bank holidays after 15 years’ service

* Usual working day is 9:00 am to 5:00 pm, with 1 hour for lunch, but these times can be adjusted if required
* 3% pension contribution by Bako Wales
* Basic Health Insurance
* Free on-site parking

**Job Advert**

**Job Outline/Ad:**

**Communications & Marketing Executive, Bako Wales**

In this important role for Bako Wales, you will be responsible for creating and sharing customer facing information across a range of channels, in order to attract interest and generate engagement with existing and new customers, in line with our goals. As such, your role will directly contribute to the success of the company.

Taking personal responsibility for the company’s website, social media channels and monthly Bako Business publication, you would be joining us at a key time for Bako Wales, as we seek to increase customer engagement with on-line ordering and improve our customer communications through social media and email marketing.

Whilst managing your own time and projects, you will work closely with the Sales, Customer Services and Purchasing teams, under the guidance of an external marketing consultant.

This is a relatively new position, so the individual appointed will have the opportunity to shape the role as it becomes embedded in the company’s operations. You would be fully involved in the development of a new marketing strategy for Bako Wales, making it an exciting opportunity for the right individual.

To apply for this position, please submit a tailored CV to  [fiona@frmarketing.co.uk](mailto:fiona@frmarketing.co.uk)