



Marketing Executive (P/T – 3 days)

Brownings the Bakers, home of the iconic Kilmarnock Pie, is looking for a Marketing Executive to help implement our marketing strategy and drive brand growth. This is a part-time role, 3 days per week based in Kilmarnock.

Role and Responsibilities:

- Develop and implement innovative marketing strategies to strengthen the Brownings the Bakers brand.
- Drive impactful marketing campaigns and promotional activities to engage customers and increase sales.
- Manage and grow all e-commerce activities
- Build meaningful sponsorships and partnerships to maximize brand exposure.
- Oversee digital marketing initiatives, including PPC campaigns, email marketing, and social media management.
- Manage external agencies, including website developers and graphic design teams, ensuring brand consistency across all platforms.
- Oversee product packaging from concept to shelf, working closely with design teams and suppliers to create standout packaging.
- Manage the company's online presence, ensuring website content aligns with brand strategy.
- Lead PR and media relations to enhance brand reputation and visibility.

What We're Looking For:

- Minimum 3 years of marketing experience in a multi-channel environment
- Strong understanding of digital marketing, content creation, and e-commerce.
- Experience of WordPress would be beneficial.
- Excellent communication skills and organisational skills.
- Experience in food & drink, FMCG, or retail marketing would be beneficial



Experience Desirable:

- Experience of Word Press would be beneficial
- Photography and videography skills would be beneficial

Work pattern:

Part time position working 3 days (24 hours), Monday to Friday.

Salary: Up to £32,000 pro rata (DOE)

To apply, please send covering letter and CV to lisaparker@browningbakers.com