

MARKETING COORDINATOR JOB DESCRIPTION

PURPOSE: To promote the co-op, both in-store, online and in the community, as a healthy, attractive, vibrant community hub.

STATUS: Hourly Full time, 32-40 hours/week (some flexibility to begin position as part-time).
Reports to General Manager.

RESPONSIBILITIES:

I. IN-STORE PROMOTIONS

- A. Coordinate store promotions planning to ensure appropriate and effective strategies are used to enhance the customer experience and achieve business goals
- B. Work within brand standards to create materials (such as local profiles, specials flyers, coupons, brochures, recipes, etc.) to support promotional plans and operational needs
- C. Ensure operations staff have access to consistently branded sign-making templates
- D. Keep staff informed of promotions and other upcoming promotional events.
- E. Coordinate in-store events, such as active samples and celebrations.
- F. Use National Co-op Grocers promotional planning tools, templates and programs whenever possible.

II. ONLINE ENGAGEMENT

- A. Maintain a consistently branded website with current deals, menu, calendar of events and store information
- B. Maintain a consistently branded social media presence with daily posts that support in-store promotions and general brand awareness

III. COMMUNITY ENGAGEMENT & PUBLIC RELATIONS

- A. Maintain and monitor channels of communication with members and shoppers, including surveys, online reviews, and social media interactions, and ensure responses from appropriate staff.
- B. Maintain and promote connections with the community through sponsorships and participation and/or creation of community events that support the brand and the organization's growth objectives.
- C. Utilize appropriate advertising within the budget to support organizational growth objectives
- D. Seek out and respond to the media to obtain favorable coverage.
- E. Coordinate co-op's participation in advocating for public policies favorable to sustainable agriculture, food safety, and other goals consistent with the co-op's purpose.
- F. Administer donations program within desired parameters.

IV. MEMBER SERVICES

- A. Work with the Front End to achieve membership growth objectives with ongoing membership promotion and annual membership drive
- B. Coordinate all communications to members, including mailings, member benefits, the Board of Directors election and annual meeting

V. OTHER RESPONSIBILITIES

- A. Attend Store Leadership Team meetings.
- B. Perform other tasks assigned by General Manager.

QUALIFICATIONS

- Significant experience with marketing strategies and processes.
- Significant experience with using Adobe InDesign.
- Ability to work with budgets and established brand standards.
- Familiarity with natural foods.
- Well-developed communication skills.
- Ability to create and implement plans from first creative idea through to measuring results.
- Experience in a leadership role with demonstrated success in that role.
- Demonstrated writing, editing, and graphic design skills.
- Ability to handle multiple demands.
- Ability to work effectively independently and collaboratively with teams.
- Ability to prioritize tasks appropriately in a fast-paced busy work environment.