

POSITION DESCRIPTION – Marketing Coordinator

Title:	Marketing Coordinator	Status:	Non-Exempt/PT
Department:	Store Support	Reports To:	General Manager
Grade:	3	Salary Range:	\$18.91-25.53 Hourly

Overview

The Marketing Coordinator ensures events, promotions, and shopper communication channels are dynamic and on brand. They work collaboratively with the General Manager and department leads to build customer loyalty, sales growth, and to increase cooperative membership. They support the cooperative's initiatives and values through well-executed communications while emphasizing cooperative values and community.

The Food Shed will promote a culture of belonging for our community and staff, where people of all backgrounds (race, ability levels, gender, sexual orientation, age, culture, religion, socio-economic status, and education levels) can acknowledge differences and share common values without fear. Our grocery store will be a place for dialogue, empathy, respect, and celebration. Together, as Food Shed Co-op owners and supporters, we can influence positive change and are stronger together.

Essential Duties & Responsibilities

Promotions

Work with department leads to plan and execute co-op-wide promotional events and activities, including promotional displays, etc. Work with the General Manager and the promotion team to create a marketing and promotion calendar monthly. Facilitate the creation of marketing materials, signage, and digital content for in-store and online promotions. Collaborate with point-of-sale and front-end staff to develop and deliver coupons and other shopper incentives. Ensure shoppers and staff are informed of upcoming promotions and incentives.

Digital Marketing

Collaborate with designated outreach team to provide direction, including necessary information and media such as photos and videos. Ensure timely updates to the website and maintain accurate sales flyers, deli menus, events calendar, and store information. Provide relevant updates to the website and monitor external communication channels, including email, social media, feedback forms, and review sites.

Community Engagement and Events

Collaborate with leadership to create community-focused events and in-store activations that reflect the co-op's values. Work with department heads to organize monthly in-store food and product sampling for customers. Coordinate with the team to produce regular e-newsletters for both co-op owners and public shoppers as needed.

Graphics

Create promotional graphics for signage and events. Manage the production of merchandise such as t-shirts and hats. Maintain Local signage and feature Local in all areas where applicable.

Member Ownership

Manage owner benefits programs and develop promotions and incentives to foster owner loyalty. Promote ownership through external communications, in-store marketing materials, and owner recruitment campaigns. Issue owner email communications and mailings.

Qualifications

Experience drafting newsletters, and community engagement.

Excellent communication and interpersonal skills.

Preferred 1 -2 years grocery store experience and cash handling.

Ability to work independently and prioritize tasks appropriately in a fast-paced work environment.

Ability to collaborate with cross-functional teams and external partners

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Knowledge, Skills, and Abilities

Microsoft Office: Word, Excel, PowerPoint, etc

Social Network Sites: Twitter, LinkedIn, Facebook, Instagram, etc.

Website Platforms: Nation Builder, Basecamp, Brevo, etc.

Google Suite: Google +, Gmail, Google Drive, etc.

Work Environment/Physical Demands

The physical requirements described here are those that an employee must meet, with or without reasonable accommodation to perform the essential functions of this job successfully.

- Ability to lift and carry up to 50 pounds frequently
- Ability and stamina to work an 8 hour workday
- Use of eyes (20/40 vision) 100% of the workday
- Ability to hear 100% of the workday
- Ability to speak 100% of the workday
- Use of both hands to grasp, push, pull and hold objects 100% of the workday
- Ability to stand up to 100% of the workday
- Ability to walk up to 75% of the workday
- Ability to sit up to 20% of the workday
- Ability to bend, stoop, squat, kneel, climb stairs, and use ladders
- Ability to reach and twist frequently and bend occasionally during the workday
- Ability to use a dolly or hand truck to move products several times during the workday

The above declarations are not intended to be an all-inclusive list of the duties and responsibilities of the job described, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are designed only to describe the general nature of the job. All associates of the Food Shed are considered "at-will" employees. Scheduled work hours are solely to be based on business needs.