

Marketing Coordinator

Purpose

This position is responsible for creating, capturing, editing and managing the visual assets that support the Food Shed's marketing, communications and community engagement efforts across social media, digital advertising, email marketing, website content and in-store channels.

Status

- Reports To: General Manager
- FLSA Status: Non-Exempt (PT)

Essential Responsibilities and Functions

- Daily posts on social media following a schedule.
- Weekly email to owners/subscribers.
- Posting events on social media and website.
- Plan owner drives, including incentives for new owners, and for employees.
- Create in-store signage using NCG templates.
- Create attractive seasonal displays (lobby, in-store, café).

Physical Job Requirements

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

- Ability to use computer keyboard, monitor, mouse, telephone, and various office equipment continuously.
- Ability to lift and carry up to 50 pounds occasionally.
- Ability to be present and working in assigned area for up to 3 hours without rest.
- Ability to bend, stoop, squat, kneel, climb stairs or ladder.
- Ability to reach above shoulder height occasionally.
- Ability to talk and hear to communicate with customers.
- Finger and hand dexterity with ability to grasp and hold items of different sizes.
- Vision ability – close, distance, peripheral vision and depth perception.
- Ability to read register screen and product and shelf labels.

Working Conditions

The work environment described here is representative of the conditions an employee may encounter while performing the essential functions of this job.

- Potential exposure to cold, hot, wet or humid conditions.
- Exposure to fumes, airborne particles, hazardous materials ranging from natural to chemical (store products, cleaning products, scents from working in a public setting).
- Exposure to and potential handling of fresh foods including meats and seafood.
- Handling objects that have been handled by the public.
- May work occasionally in temperature extremes (walk-in freezer, outside warehouse, hot kitchen, etc.).
- Noise level in the store is usually moderate to loud.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Qualifications

To perform this job successfully, an individual must be able to perform each essential function satisfactorily, with or without reasonable accommodation. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Experience drafting newsletters, and community engagement
- Excellent communication and interpersonal skills
- Ability to work independently and prioritize tasks appropriately in a fast-paced work environment.
- Ability to collaborate with cross-functional teams and external partners

Technical skills:

- Adobe software
- Canva
- WordPress
- MS office suite
- Google Workspace