



JOB TITLE: Marketing & Outreach Manager
REPORTS TO: General Manager
STATUS: Exempt
LAST REVISED: 9-19-2018

JOB DESCRIPTION

POSITION SUMMARY: The Marketing & Outreach Manager is responsible for the design and promotion of effective marketing campaigns and cultivating the Co-op's identity and presence in the community. This person collaborates with operating departments to increase the effectiveness of our promotional programs and oversee advertising, social media events and informational materials. The Marketing and Outreach Manager serves as part of the management team and supervises marketing & outreach staff.

GENERAL RESPONSIBILITIES AND ESSENTIAL JOB FUNCTIONS

MARKETING & BRAND MANAGEMENT

- Develop and execute an annual marketing plan in support of strategic priorities of the co-op.
- Maintain current brand standards guidelines.
- Ensure advertising and customer-facing communications support the brand and current promotions.
- Measure and report to GM on efficacy of advertising and marketing strategies.
- Manage consumer and membership survey and market research activities

PROMOTIONS

- Coordinate and participate in regular store promotions planning to ensure appropriate and effective strategies are used to execute the brand within the store and externally.
- Create timely and effective materials (such as local profiles, specials flyers, coupons, recipes, etc.) to support promotional plans and branding.
- Keep staff informed of promotions and other upcoming promotional events.
- Coordinate in-store promotional events, such as active samples and celebrations.
- Use National Co-op Grocers promotional planning tools and programs where possible.
- Manage all electronic and print publications.
- Ensure that editorial/content strategies are in place for all publications.

COMMUNITY ENGAGEMENT & PUBLIC RELATIONS

- Cultivate good PR from media and oversee all public relations activities.
- Maintain and monitor channels of communication with members and shoppers and ensure responses from appropriate staff.
- Maintain connections with the community through sponsorships and participation and/or creation of community events that support the brand and the organization's growth objectives.
- 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.
- Develop outreach programs that foster strong relationships with the local agricultural, business, ethnic, and cultural communities.
- Develop plans for informational and educational programming.
- Represent the Community Food Co-op at community events.
- Act as Co-op spokesperson as requested by the GM

MEMBER SERVICES

- Facilitate achievement of membership growth objectives with strategies, trainings and support materials for staff.
- Administer membership benefits, such as coupons, special offers and discounts.
- Engage members in the democratic rights of ownership.
- Maintain a strong working relationship between Outreach and the Member Affairs Committee.

- Maintain Board administrative support.

LEADERSHIP

- Provide overall supervision, coaching, and problem-solving support to Marketing and Outreach Department staff.
- Manage department labor and expense budgets.
- Assist the General Manager and management team in developing and achieving strategic and annual plans.
- Assist the General Manager with organizational problem solving and system development.
- Maintain confidentiality of management team discussions.
- Support staff's right to give their opinion with a high value on the importance of different perspectives.
- Prioritize and focus energies and resources on areas that support strategic plan goals.
- Sit on committees that support strategic plan goals as assigned.
- Assume other responsibilities as directed by the General manager.

JOB REQUIREMENTS

- Significant experience with marketing strategies and processes.
- Proven success developing and managing values-focused marketing, branding, and community relations campaigns.
- Proven success coordinating marketing and in-store merchandising/branding activities in a multi-department retail environment.
- Proven success working collaboratively and effectively delegating responsibility in a team environment.
- Outstanding written, verbal, and visual communication skills .
- Excellent computer skills including Microsoft Office software, Adobe Suite, (PhotoShop, Illustrator, InDesign).
- Experience with creating, administering and working with budgets.
- Flexibility to work evenings and weekends when necessary.
- Experience with consumer research methods and marketing analysis a plus.
- Ability to work effectively independently and collaboratively with teams.
- Ability to prioritize tasks appropriately in a fast-paced busy work environment.

PHYSICAL DEMANDS

- Remain in a stationary position for long periods of time.
- Able to perform routine, repetitive tasks.
- Must be able to move about the stores and surrounding Co-op properties.
- Operate computer keyboard and printer, copier and calculator; use phone.
- Visual acuity to identify clearly reports, invoices, price sheets, shelf tags.

BENEFITS INCLUDE

- 20% discount on all purchases and ability to make special orders at wholesale cost
- Medical, dental and vision insurance available for employee and dependents
- 401(k) pension plan after one year of employment
- Paid sick and vacation time accrues from date of hire
- Discounted gym memberships available for employee and family

IMPORTANT NOTICE: Employees are expected to act in the best interest of the Co-op, even if doing so requires actions or responsibilities not listed in the above job description. The above statements are intended to describe the general nature and level of work being performed by those assigned to this job. They are not intended to be an exhaustive list of all duties and responsibilities required of this position.

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