



Membership & Marketing Coordinator Job Description:

DEPARTMENT: Admin **REPORTS TO:** General Manager

JOB SUMMARY: To cultivate the Co-op's identity and presence in the community, to act as a liaison between member-owners and store leadership (Board of Directors, Management Team), and to promote education related to our Co-op's values.

Qualifications:

- 4 year college degree or equivalent work experience
- Outstanding written and verbal communication skills
- Demonstrated experience writing and editing a variety of materials including press releases, feature stories, web content and educational materials; Experience editing others people's writing
- Ability to work with little or no supervision and meet deadlines
- Demonstrated ability to effectively multi-task, including organizational, prioritization, and time management
- Experience supervising and managing staff
- Excellent customer service skills
- Ability to work closely and cooperatively with others
- Excellent computer skills including familiarity with basic Microsoft Office and Google Docs
- Graphic design experience including familiarity with Adobe Creative Suite software
- Basic knowledge of natural foods and cooperatives preferred
- Ability to work a flexible schedule to meet the needs of the business

Duties and Responsibilities: (including but not limited to)

MARKETING

- Create and implement an annual marketing plan and promotional calendar
- Act as Managing Editor of "Community News" (ensure all tasks are complete: supply content, copy-edit content, timely publication and distribution, approve and track all expenses)
- Create and distribute bi weekly e-newsletter to member-owners
- Maintain and enhance the Co-op's online presence (update Facebook, Twitter, and Instagram accounts; stay current on trends in social networking and online marketing)
- Keep website content current (add news and events listings regularly, update specials, and Newsletter, etc.)
- Design graphic pieces for marketing purposes (advertisements, event posters and flyers, coupons, brochures and other promotional pieces)
- Design and ensure timely printing of logo merchandise (t-shirts, hats, totes, stickers etc.)
- Handle all requests for Co-op advertisements including design of ad and tracking of expenses
- Act as spokesperson for the Co-op; cultivate good PR from media
- Assist with design and timely publishing of annual report
- Create and manage Co-op brand, including all signage, displays and merchandising
- Serve on Marketing committee (use committee to assist in completing job responsibilities where appropriate)

- Network with relevant organizations and individuals to stay connected to North Country community
- Work with other department managers to coordinate in store sampling program

MEMBER-OWNER RELATIONS

- Keep ECRS POS system current (ensure Member Update & Request Forms are processed, working owner discounts entered, etc.)
- Issue new member-owner cards and maintain a supply of new member packets
- Manage member-owner communication (train Front End staff, offer monthly new member-owner orientations, handle member-owner concerns and questions,)
- Promote member-ownership (train other staff, organize annual or bi-annual membership drives, maintain and update promotional membership pieces)
- Support communication between member-owners and Board (serve on Membership, attend relevant BOD meetings, lead forums and focus groups as appropriate)

DONATIONS

- Coordinate donations & outreach contributions to community (respond to donation requests, allocate resources appropriately)

EVENTS & EDUCATION

- Organize member events (Annual Meeting, Co-op Community Cooks, Membership Drives, Farm Visits)
- Give presentations to outside community groups to promote the Co-op or co-op values
- Manage Co-op's presence at community fairs and events
- Work with other managers to keep shelf tag programs active and current (organic, local, fair trade, etc.)
- Pursue other community and management projects/tasks as able (e.g. publishing cookbook or calendar, working with local schools, organizing tours, facilitating staff meetings, etc.)

FINANCIAL ACCOUNTABILITY

- Responsible for planning and overseeing the following budgets:
 - Newsletter
 - Advertising
 - Member Events
 - Events
 - Outreach
 - Donations

MANAGEMENT TEAM

- Model excellent customer service to shoppers, community members and co-workers
- Coordinate in-store information (e.g. Communication Board, holiday hours signs, event announcements etc.)
- Administer Customer Comment Forms
- Work with other managers to plan and execute store wide promotional events and activities including open house, holiday baking fest, sale days, sampling events, holiday displays, etc.
- Attend and contribute to bi weekly management meetings
- Work closely with General Manager to improve overall image, reputation and functioning of Co-op.
- Work with other managers to ensure that all staff are trained effectively in customer service, cooperative principles, financial performance and membership benefits.
- Stay current on trends in organic food industry, customer relations and marketing
- Attend trainings as necessary