



Position: Marketing Manager

Department: Administration

Reports to: General Manager

Job Summary: To cultivate the Co-op's identity and presence in the community, promote education and engagement related to our Co-op's values, and drive sales through a robust marketing strategy.

This is a Part-Time position: 20 hours per week at \$18 per hour.

QUALIFICATIONS:

- 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
- Excellent customer service skills
- Ability to work closely and cooperatively with others
- Excellent computer skills including familiarity with programs within Google Suite (Docs, Sheets, etc.)
- Graphic design experience
- 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
- *Maintain and enhance the Co-op's online presence via Social Media (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, blog posts, etc.)
- Design graphic pieces for marketing purposes (advertisements, event posters and flyers, coupons, brochures and other promotional pieces)
- 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 the Promotions Liaison with creating and managing Co-op brand, including signage, displays and merchandising
- Attend all Outreach Committee meetings (utilize the 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

Events & Education

- Help organize Owner events (Annual Meeting, Co-op Community Cooks, Ownership 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.)

Management Team

- Model excellent customer service to shoppers, community members and co-workers
- Coordinate in-store information (e.g. communication board, open hour signs, event announcements)
- 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 the General Manager to improve the 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, and Owner benefits
- Stay current on trends in organic food industry, customer relations and marketing
- Attend conferences and participate in relevant training as directed by the General Manager

*This job description does not constitute a written or implied contract of employment.
Potsdam Food Co-op reserves the right to revise or change job duties and responsibilities as the need arises.*

Staff Name

Signature

Date

Supervisor Name

Signature

Date