



## **JOB OPENING ANNOUNCEMENT**

<b>JOB TITLE:</b>	<b>MARKETING MANAGER</b>
<b>DATE POSTED:</b>	July 4, 2017
<b>DATE CLOSES:</b>	Position open until filled; Applications due by July 26 for consideration in the first round of interviews.
<b>DEPARTMENT:</b>	Marketing
<b>HOURS:</b>	40 hours per week; may include evenings/weekends
<b>STATUS:</b>	Regular full time, exempt. Position is health benefits eligible
<b>STARTING WAGE:</b>	Level 8; \$47,000-60,000/yr DOE/DOQ

### **GENERAL PURPOSE**

**Grows store sales by promoting The Food Co-op as a healthy, attractive, vibrant marketplace. Creates, maintains, and evaluates marketing and branding plans that reflect our unique cooperative culture. Increases awareness of The Food Co-op through effective advertising and outreach programs, including education on cooperatives and education on food. Conducts these outreach, education, and marketing activities in alignment with the Co-op's strategic plan, goals, and objectives.**

### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

#### **MARKETING/BRANDING**

- Creates, monitors, and evaluates annual marketing plan with a strategic focus.
- Establishes and attains goals for community outreach, member recruitment and engagement, and store sales and promotions.
- Produces timely, effective, and well-branded promotional materials (such as annual reports, store signage, event promotions, specials flyers, coupons, brochures, membership packets, etc.).
- Produces and edit Food Co-op newsletter from conception to completion.
- Develops and maintains brand guidelines for the Co-op.
- Ensures that Co-op website, social media, and electronic marketing efforts are timely, effective, and in alignment with Co-op branding and mission.
- Measures effectiveness of marketing strategies and reports results to the General Manager.
- Works with store managers to facilitate the smooth integration of brand standards in all department signage and materials.
- Ensures consistency of printed and online materials with language used in marketing.

#### **COMMUNITY ENGAGEMENT AND PUBLIC RELATIONS**

- Maintains and monitors channels of communication with members and customers, including surveys, member feedback systems, online reviews, and social media interaction.
- Creates and organizes Co-op promotional events, coordinating them with community events and seasonal opportunities.

- In collaboration with the General Manager, maintains connections with the community through sponsorships of and participation in community events that support our Food Co-op brand and growth objectives.
- Serves as liaison with community organizations.
- Oversees a program of educational classes that engage the community and support the brand.
- Seeks out and responds to opportunities for public presentations on natural foods, nutrition, sustainable agriculture, and other subjects consistent with the Co-op's purpose.
- Seeks out favorable coverage and manages media relationships.

### **SUPERVISION**

- Provides effective leadership for the Marketing, Outreach, and Education team, fostering excellent communications, customer-service, and team work.
- Oversees the daily activities of team members to ensure maximum productivity and efficiency as well as lively engagement and strong morale.
- Creates robust planning and training processes.
- Hires, trains, schedules, and evaluates Marketing team members.

### **LEADERSHIP**

- Serves as a member of the Co-op Leadership Team, providing support to the GM and collaborating with other management team members to meet the organization's goals.
- Serves as a member of the Product Research Committee, in order to support information sharing on and education about Co-op products.
- Ensures Co-op managers and staff receive appropriate communication and education about Food Co-op branding, marketing, social media, and related topics as needed.
- Supports the Food Co-op Board of Directors in their outreach efforts, community engagement, annual meeting, elections, and other communication projects.
- Administers the Marketing, Outreach, and Education department budget.

### **MINIMUM REQUIREMENTS:**

**Education:** Bachelor's degree in related field. Direct experience in marketing, advertising, and brand management may be substituted on a year-for-year basis.

#### **Experience:**

- Minimum 3 years of advertising or marketing experience (5 years preferred).
- Track record of success in seasonal advertising campaigns and in promoting products based on annual cycles.
- Experience creating effective marketing plans, brand strategies, and advertising campaigns.
- Experience setting marketing goals, analyzing sales data and measuring effectiveness of marketing campaigns.
- Graphic design and layout experience strongly preferred.
- Experience with setting and maintaining marketing budgets and supervising the work of others preferred.
- Retail grocery operations experience and/or experience in the natural or organic food industry strongly preferred.
- Knowledge about cooperatives- knowing what a co-op is and what makes a co-op different from conventional grocers/retailers preferred.

## Qualifications (Knowledge, Skills, Abilities):

### KNOWLEDGE

- Demonstrated professional knowledge of marketing strategies and processes.
- Solid knowledge of Microsoft Word, Outlook, PowerPoint as well as website content management tools.
- Understanding of Adobe Creative Cloud and Constant Contact or similar marketing relationship management software required.
- Unexpired Washington State Food Handler's Card within 2 weeks of hire. (Card is required for all Co-op positions. The Food Co-op will provide the training if needed).

### SKILLS

- Strong professional verbal and written communication skills, including the ability to give presentations and to thoroughly edit text while maintaining the "voice" of the original writer.
- Well-developed project planning skills.

### ABILITIES

- Ability to prioritize, organize, and delegate multiple tasks and projects effectively.
- Ability to work collaboratively in a fast-paced, deadline-driven environment.
- Solid strategic thinking capabilities, including sound judgment and the ability to make decisions.
- Careful attention to detail, with ability to maintain accurate records.
- Ability to maintain proprietary, financial, and other sensitive information in a confidential manner.
- Willingness and ability to learn and grow to meet the changing requirements of the job.
- Ability & willingness to have a flexible schedule. Job may require working on days typically scheduled off and occasionally on evening or holidays.

### **Physical Requirements:**

- Ability to sit for long periods of time, up to 8 hours.
- Ability to operate a motor vehicle and to operate office equipment such as computer, phone, copier, stapler, calculator, etc.
- Ability to stand, walk, bend, and reach.
- Ability to visually design and create.
- Ability to perform basic math skills.
- Ability to occasionally lift up to 25 pounds with or without reasonable accommodation.

**Application Procedure:** Use the fillable PDF application from our website – please carefully follow directions posted there ([www.foodcoop.coop](http://www.foodcoop.coop)), OR, pick up an application at the Member Services Desk of the Co-op. **Return completed application, cover letter, resume and other materials** to either of the HR dropboxes at the Co-op, OR email to [hr@foodcoop.coop](mailto:hr@foodcoop.coop), OR mail application to: The Food Co-op, Human Resources Department, 414 Kearney Street, Port Townsend, WA. 98368 (**Questions? Contact Julie Donah at 360-385-2831, ext. 301, or Cara Leckenby at ext. 314**).