



CO-OP MARKET GROCERY & DELI

526 Gaffney Road
Fairbanks, Alaska 99701

(907) 457-1023

www.coopmarket.org

Marketing/Advertising Coordinator

Reports to: General Manager

Hourly

Non exempt

Position Summary

The Marketing Coordinator is responsible for coordinating information from department managers to create promotions that stay on brand. This position is part of the team responsible for the successful promotion of Co-op Market Grocery & Deli and reports to the General Manager.

Purpose: ^[L]_[SEP] To promote and oversee the marketing/advertising of the Co-op.

Marketing

- Work cooperatively with the Team to create and implement an annual marketing plan and promotional calendar, both in-house and out-of-house, within budget.
- Maintain and enhance the Co-op's online presence (update Facebook, and Pinterest accounts; stay current on trends in social networking and online marketing)
- Keep website content current (add news and events listings regularly, update produce specials weekly, update Basic Buys, Newsletter and CAP specials monthly, etc.)
- Design graphic pieces for marketing purposes (advertisements, event posters and flyers, coupons, brochures, and other promotional pieces)
- Manage all requests for Co-op advertisements including design of ad and tracking of expenses.
- Function as spokesperson for the Co-op; cultivate good PR from media.
- Work with Brand and Marketing Team to develop Co-op Market Grocery & Deli's brand, including all signage, displays and merchandising.
- Network with relevant organizations and individuals to stay connected to Fairbanks community
- Function as Managing Editor of "FUDZ" (supply content, copy-edit content, solicit advertising, ensure timely publication and distribution, approve, and track all expenses)



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- Create and distribute monthly e-newsletter to shoppers using Constant Contact.
- Create and distribute weekly “Specials” email using Constant Contact.
- Coordinate donations & outreach contributions to community (respond to donation requests, allocate resources appropriately)
- Coordinate elections
- Develop and maintain supplies/printed materials about Co-op ownership.
- Coordinate annual Co-op month activities.
- Coordinate production of annual newsletter, FUDZ. Serve as Editor for same and set theme and editorial policies.
- Write newsletter/blog articles as needed.
- Keep staff informed of upcoming unique events.

In-House:

- Pursue other community and management projects/tasks as able (e.g., publishing cookbook or calendar, collaborating with local schools, organizing tours, facilitating staff meetings, etc.)
- Oversee all other in-house materials (bag stuffers, educational brochures, etc.)
- Manage all press releases, news media coverage of above.
- Coordinate all monthly lecture series and cooking classes, including all related materials and media coverage.
- Oversee Bulletin Board ensuring all flyers, etc. are posted in timely manner, and removed when event/class over.
- Arrange for all information presentation on issues relevant to natural foods, cooperatives, health, etc.
- Collaborate with General Manager to create an annual promotion plan.
- Ensure all signs and shelf tags are accurate.

Out-of-House:

- Establish media contacts.
- Develop ad campaign – utilize print, radio, television.
- Coordinate off-site promotions – health fairs, Springfest, etc.
- Remain connected with community events for possibility of co-sponsorship.
- Oversee all signage required for outside promotions.



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- Develop promotional calendar for merchandising.
- Collaborating with merchandising manager / department heads, plan storewide merchandising.
- Coordinate / implement yearly survey of shoppers to help determine needs.
- Maintain good public relations within community.

Events and Education:

- Organize public events to promote the Co-op in the community (Eat Local Challenge, film screenings, farm tours, or other relevant events).
- Give presentations to outside community groups to promote the Co-op or co-op values.
- Manage Co-op's presence at Tanana Valley Fair and other events
- Pursue other community and management projects/tasks

Team Involvement

- Attend and contribute to weekly and quarterly management team meetings.
- 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.)
- Work with other managers to plan and execute store wide promotional events and activities including sale days, sampling events, holiday displays, etc.
- Attend trainings as necessary and stay current on NCGA promotions and programs.
- Work closely with the Operations and General Manager to improve overall image, reputation and functioning of Co-op.
- Responsible for working within the budget for newsletter, signs, outside media, events.
- Perform other jobs as assigned by operations manager and General Manager.

Qualifications:

- 4-year college degree or equivalent work experience.
- Minimum of two years of marketing experience or equivalent.



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- Above average verbal communication skills – listens well - gives clear directions.
 - Excellent computer skills including experience with Microsoft Word, Excel, and social media.
 - Desktop publishing, website development and maintenance, and/or graphic design experience preferred but not necessary.
 - Demonstrated ability to effectively coordinate and manage multiple details and demands; manage time and establish priorities to complete tasks on deadline with little or no supervision. Project-focused.
 - Ability to perform routine, repetitive tasks accurately.
 - Ability to exercise good judgment and discretion in handling confidential materials and matters.
 - Regular predictable attendance, flexible schedule to meet the needs of the store.
 - Ability to sit for extended periods of time in front of a computer
 - Willingness and ability to learn and grow to meet the changing requirements of the job
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- The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Supervisors may assign additional functions and requirements as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.