



Marketing Specialist

Job Description

Reports directly to General Manager

Supervises: None

Part-Time

Position Summary:

The Marketing Specialist is responsible for the marketing and promotional activities of the store, and promotes Member and customer engagement to meet the Co-op's short and long-term goals. The Marketing Specialist is the keeper of the Co-op brand, and supports sales by communicating the Co-op difference and our unique values and product selection. All staff work together to uphold the mission of the Co-op.

Community Impact and Storytelling

- a. Communicate the co-op's mission, values and community impact through online, and print materials, video, etc.
- b. Create impact reports, utilizing NCG's impact report templates as appropriate.
- c. Work closely with the Management Team, Co-op suppliers and vendors to highlight and tell the story of products and companies that are most aligned with Co-op values.
- d. Foster broad community engagement by serving as an ambassador for the Co-op at community events.

Advertising and Promotion

- a. Develop advertising copy & design.
- b. Manage website content, layout and navigation.
- c. Create and execute signage systems including in-store signage, posters, banners, etc. as needed, in a timely manner.
- d. Manage social media systems and content
- e. Manage e-mail marketing system and content.
- f. Promote Community Contributions programs.
- g. Prepare press releases as needed.

Community Contributions

- a. Administer Community Hero Program and other community giving programs.

Brand Management

- a. Make sure all communications including website, brochures, newsletters, in-store signage, and ads reflect a high quality and consistent image/identity (including consistent use of fonts, color and design).
- b. Work closely with the Management Team and staff on communicating a consistent image, message and identity of Orcas Food Co-op.
- c. Work with GM to review current branding, and modify or develop new branding strategies as appropriate.

Planning

- a. Develop and manage annual marketing plan in consultation with the Management Team and GM including competitive analysis, advertising calendar, newsletter calendar and marketing budget.
- b. Develop and manage annual promotions calendar.
- c. Assist Board and GM in planning and outreach for the Annual Member Meeting.



ORCAS FOOD CO-OP

Member Services

- a. Maintain printed material about membership and ownership.
- b. Support member recruitment procedures.
- c. Write, edit and design layout for Co-op email within established timelines.
- d. Solicit and coordinate newsletter contributions from staff, member-owners, vendors, etc.

Qualifications

- a. Excellent verbal and written communication skills.
- b. Skilled with using Microsoft Office programs (Word, Excel, etc.) and email programs.
- c. Experience using both Mac and PC computers and programs.
- d. Ability to work closely and cooperatively with others.
- e. Passion for creating a sustainable local food system.
- f. Familiarity with natural foods and a variety of dietary needs.
- g. Experience using Adobe Suite and design applications such as Publisher and In-Design.
- h. Basic web design skills.
- i. Experience and high comfort level using a variety of social media applications such as Facebook, Instagram, etc.
- j. Willingness and ability to learn and to meet the changing requirements of the job.
- k. Willingness to cross-train in all Co-op departments in order to step into other roles, if needed.
- l. Driven and self-directed with the ability to work independently.
- m. Ability to meet deadlines and adapt work schedule to the Co-op's needs.
- n. Basic understanding of retail concepts and of retail industry.
- o. Demonstrate ability to effectively multi-task and manage complex projects, including organizational, prioritization, and time management skills.

Benefits Include:

- a. 20% Staff discount
- b. 50% deli meal discount when working
- c. Paid vacation
- d. Paid personal leave
- e. Paid lunch breaks
- f. Free Yoga classes at the Orcas Mandala Studio
- g. Employee Charge Account
- h. Possible monthly Health Savings Account contribution
- i. Access to staff "free bin"
- j. Employee Assistance Program (EAP)