

Menomonie Market Food Co-op Marketing Manager Position Description

STATUS: Pay Level IV

REPORTS TO: General Manager

SUPERVISES: Outreach Coordinator, Marketing Coordinator

JOB SUMMARY:

To ensure the highest level of service possible to the co-op's customers, the Marketing Manager will coordinate and administer plans for regular store promotions that ensure the brand image is cultivated and maintained on the retail floor and support the branding objectives of the organization. The Marketing Manager will develop content and materials for print or other media that showcase MMFC's differentiation, Ends, and competitive branding strategies. This position will also oversee outreach programs and services, including donations, events, classes, and an educational demo program.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

I. CUSTOMER SERVICE AND INTERNAL SERVICE

- A. Provide excellent customer service to our shoppers, making customers' needs the priority whenever on the sales floor or answering the phone.
- B. Share information with our shoppers about MMFC happenings, educational opportunities, and the benefits of co-op ownership.
- C. Provide excellent internal customer service to all staff members, maintaining an attitude of goodwill toward oneself and others.
- D. Help to create a work environment that is cooperative, fun, productive, and safe, and that focuses on solutions instead of problems.
- E. Work to resolve any customer complaints or issues with appropriate department manager and any internal conflicts directly.

II. LEADERSHIP

- A. Model supportive and participatory leadership; promote team building within the staff.
- B. Treat people with consistency and fairness, in a style appropriate to a cooperative work environment.
- C. Ensure that communications are clear, direct, and respectful.
- D. Ensure the integrity of MMFC's Ends Statement in decision-making and interactions with others.
- E. Use correct channels to respectfully resolve interpersonal conflicts.
- F. Act as a model to all store employees by following all policies and procedures and upholding the Ends, vision, and values of the organization.

III. BRANDING AND PROMOTIONS

- A. Coordinate development of a brand guide and promotional calendar that embody MMFC's Ends and allow consistent execution across departments.
- B. Develop annual marketing plans; coordinate advertising and other publicity. Oversee appropriate social media presence and branding.

- C. Oversee graphic design for all internal and external materials. Ensure all branding materials support the image and annual branding goals for the co-op.
- D. Collaborate with GM to develop department budget, ensuring appropriate allocation of funds.
- E. Ensure staff awareness of all promotional activities, initiatives, and events. Lead regular promotional planning meetings with department managers.
- F. Oversee production of MMFC's newsletter.
- G. Ensure all in-store and offsite events are aligned with store Ends and branding goals.
- H. Establish a storewide plan for merchandising priorities for each quarter and month.
- I. Create and oversee an in-store demo program that aligns with the promotional calendar, the availability of our local vendors and staff, and our Ends. Maintain demo budget.
- J. Attend Promotions Team meetings to plan promotions and storewide merchandising.

V. PERSONNEL MANAGEMENT

- A. Hire qualified applicants following established procedure.
- B. Provide appropriate department-specific training to ensure that all department staff are proficient in the skills and knowledge required for their positions.
- C. Conduct timely and meaningful performance evaluations in accordance with MMFC procedures and standards.
- D. Recommend pay raises within department budget and MMFC pay scale.
- E. Take disciplinary action as needed following established policies.
- F. Ensure the department schedules provide adequate support for the organization.
- G. Ensure department staff is informed of storewide meetings and policy changes.
- H. Ensure staff are engaged in the pursuit of the department's and MMFC's goals.

VI. DEPARTMENT MAINTENANCE

- A. Ensure that department areas are in clean, safe, orderly condition.
- B. Maintain department equipment in working order. Advise General Manager of equipment problems.
- C. Participate in planning for resets, as needed.
- D. Establish proper storage procedures for department equipment and supplies.
- E. Maintain appropriate levels of department supplies within budget.

VII. ORGANIZATIONAL DEVELOPMENT

- A. Attend Development Team meetings and storewide meetings.
- B. Participate in development of operating and capital budgets for MMFC.
- C. Participate in strategic planning for the long term realization of MMFC's Ends.
- D. Collaborate with Development Team to create operational, organizational, and product policy.
- E. Assist in training staff on specified tasks as requested.
- F. Attend conferences and workshops as assigned.
- G. Perform other tasks assigned by General Manager.

QUALIFICATIONS:

- Education, training, and/or at least one year experience in marketing.
- At least one year of leadership role in retail environment, preferably in natural foods grocery store.

- Knowledge of current trends in natural foods industry and commitment to staying current on trends.
- Demonstrated writing and editing skills.
- Strong creative visual merchandising skills.
- Graphic design experience preferred.
- Excellent organizational skills and consistent follow through on commitments and implementation plans.
- Excellent communications skills including the ability to work effectively in one-on-one and small group relationships and help facilitate the movement of ideas to concrete action plans with co-workers.
- Ability to administer and work with budgets.
- Experience developing systems and procedures.
- Supervisory experience.
- Ability to handle multiple demands.
- Ability to project an outgoing, friendly personality.
- Ability to remain positive and flexible in a variety of working environments.
- Attention to detail, accuracy.
- Ability to safely lift up to 25 pounds.
- Willingness to work evenings and weekends.
- Regular, predictable attendance.
- Willingness and ability to learn and grow to meet the changing requirements of the job.