

NATURAL HARVEST FOOD CO-OP MARKETING & OWNER SERVICES JOB DESCRIPTION

Purpose: To grow sales and make meaningful connections in our community. Specifically, to promote our products, services, and mission, to meet sales and ownership growth goals. To manage and grow owner and customer involvement through education and outreach for the Co-op.

Status: Reports to General Manager
Full-Time, 30-40 hours per week
Pay Level III

NATURAL HARVEST CUSTOMER SERVICE & INTERNAL SERVICE BASICS FOR ALL STAFF

- Provide excellent customer service to our shoppers, including greeting customers, smiling and making eye contact.
- Make the customer's needs your priority whenever on the sales floor or answering the phone.
- Help customers find product locations.
- Accurately answer customer questions about products, store policies and co-op ownership.
- Take initiative to constantly learn about products, product location and policies.
- Resolve customer complaints in a fair and tactful manner.
- Assist with placing and picking up special orders.
- Share information with our shoppers about co-op happenings, educational opportunities, and the benefits of co-op ownership.
- Answer phones by third ring.
- Provide excellent internal customer service to all staff members, maintaining an attitude of goodwill toward yourself and others.
- Help to create a work environment that is cooperative, fun, productive, and safe, and that focuses on solutions instead of problems.

JOB SUMMARY:

Responsible for all aspects of managing the marketing, promotion, education, and outreach for Natural Harvest Food Co-op. Manages NHFC brand and NHFC brand story. Works closely with the General Manager and members of the management team to develop and implement strategic goals to grow sales while upholding and furthering NHFC ENDS policies. Conducts all work activities in a professional and confidential manner and in compliance with all applicable laws and NHFCs policies and practices.

Exceed service expectations of internal and external customers and provide a welcoming environment for all in accordance with NHFC customer service standards.

- Resolve customer concerns.
- Anticipate customer needs.
- Promptly respond to requests for service and assistance.

RESPONSIBILITIES:

I. MARKETING & ADVERTISING

- A. Maintain and Elevate the NHFC Brand Image: Ensure advertising and customer facing communications support the NHFC brand and current promotions. Maintain brand standards for use in training staff and supporting managers enforcement of brand adherence.
- B. Develop annual marketing plan to include an advertising budget.
- C. Coordinate development of appropriate advertising strategies and administer advertising budget.
- D. Use Adobe Create Suite and Microsoft Publisher to build sign templates and set standards for store and departments in making and using signs.

- E. Create ad copy, provide or ensure appropriate graphics and ad layout to ensure brand consistency. Work with advertising agencies as needed.
- F. Attend and lead meetings to plan promotions and store-wide merchandising according to the marketing plan and calendar.
- G. Work with the department managers on implementation of product demos/sampling to coordinate with store-wide promotions.
- H. Ensure production of publications for promotions--specials flyers, coupons, recipes, ect.
- I. Inform staff through established channels of promotions and other upcoming marketing events.
- J. Conduct Co-op Basics signage, and store-wide signage audit monthly.

II. OWNER SERVICES

- A. Coordinate ownership drives, collaborating with front-end staff.
- B. Develop and maintain supplies of printed materials about co-op ownership.
- C. Develop and administer program of cooking, nutrition, and wellness classes.
- D. Administer suggestion box: solicit customer input and ensure responses from appropriate staff.
- E. Conduct owner and customer surveys as requested by the General Manager.
- F. Coordinate owner meetings with Board and other staff.
- G. Host ownership trainings for Front-End staff
- H. Act as a liaison to the Board throughout the year regarding board perpetuation, annual meeting planning, microgrant administration, and others as needed.
- I. Administer the Co-op's communications through various channels, ensuring a timely response to inquiries, comments, and concerns.

III. WEBSITE AND PUBLICATIONS

- A. Develop ongoing content for co-op website, and ensure timely updates
- B. Produce and maintain high quality images for social media, website, etc.
- C. Recommend annual budget for publications and website updates in marketing plan
- D. Review editorial policies with General Manager annually
- E. Coordinate production of newsletter. Contribute contents.
- F. Create engaging marketing content for social media, email blasts, newsletters, and website blog. Ensure all content is repeated throughout all channels, including in-store for maximum impact.
- G. Produce other publications for members and promotions as needed

IV. COMMUNITY RELATIONS

- A. Participate in planning community outreach programs.
- B. Act as liaison with community organizations, as directed by General Manager
- C. Administer donations budget (in-kind and cash)
- D. Coordinate and administer the Round-up program. Soliciting applications from new recipients.
- E. Coordinate co-op participation in community events. Attend community events to represent the Co-op.
- F. Represent co-op to the media to obtain favorable media coverage
- G. Plan and administer class schedule. Working in the community to find teachers and promote our classes to the public

V. OTHER RESPONSIBILITIES

- A. Participate in setting and achieving ownership growth and sales goals
- B. Be an active member of the leadership team including, but not limited to, strategic planning for the co-op, attending and participating in required department and storewide meetings, and demonstrating leadership
- C. Perform other tasks assigned by General Manager.

QUALIFICATIONS

- Considerable experience with marketing and/or advertising
- Cheerful outlook and excellent people skills

- Energetic and creative personality to juggle multiple projects and continuously work to move our organization forward.
- Computer proficiency including, but not limited to, keyboard experience, Adobe Creative Suite, Microsoft Suite (Publisher, Word, PowerPoint, Excel), WordPress, social media platforms, Google My Businesses, website analytics tools, and online survey tools
- Familiarity with co-op principles and commitment to mission and goals of the co-op.
- Experience collaborating with other stakeholders to meet marketing/merchandising objectives
- Ability to manage multiple demands, organized and very detail oriented
- Ability to be flexible and adapt to changing conditions quickly
- Demonstrated ability to prioritize tasks and follow through on commitment
- Verbal communications skills: good listener, clear instructions, public speaking
- Ability to delegate tasks and manage constructive criticism
- Demonstrated writing and editing skills. Demonstrated skills in photography and layout.
- Willingness and ability to learn and grow to meet the changing requirements of the job
- Valid Class D driver's license
- Regular and timely attendance to perform job duties
- Occasional travel for required trainings and conferences as directed by the General Manager
- Perform other tasks assigned by the General Manager

DESIRED

- Experience in retail, grocery, natural foods, food systems and/or cooperative management
- Experience working with diverse groups and individuals and interest in growing DEI (Diversity, Equity, & Inclusion) focused business practices
- Established relationships with local community groups

WORK ENVIRONMENT:

Occasional Exposure

- Outdoor weather conditions (e.g., staffing outside booths and events, loading and unloading booth equipment/products/signs)
- Moving loaded carts of product/materials in and out of storage/retail areas/event areas

Constant Exposure

- Background noise, music and in-store pages. Close proximity to coworkers.
- Food odors, grain and spice dust, food allergens

Essential Physical Requirements:

- Ability to frequently lift and move up to 20 lbs. throughout shift
- Ability to occasionally move up to 50 lbs. when needed
- Ability to occasionally ascend and descend stairs and use a ladder/step ladder
- Ability to use sharp cutting instruments
- Ability to do repetitive office tasks (sitting at a desk, reaching, bending, filing, using a computer keyboard, and looking at computer screen) for up to eight hours per day
- Manual dexterity to handle writing instruments, keyboards and mouse, scissors, stapler, ect.
- Use of hands and feet to operate machinery including, but not limited to, computer keyboard, copier, vehicle, camera