



**Alberta Cooperative Grocery
Job Description**

Job Title: Marketing and Outreach Coordinator

FLSA Status: Hourly/Non-Exempt

Summary: The purpose of the Marketing and Outreach Coordinator position is to increase the Coop's visibility and maintain the Coop's connections to the community through effective marketing. This position is accountable to the MODO Team and Collective Management.

Essential Duties and Responsibilities include the following: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work to fulfill all the responsibilities delegated to the Marketing and Outreach Coordinator by the Collective Management Agreement, including:

Marketing

- Work with the Design Coordinator to develop and maintain ACG's brand image;
- Develop advertising campaigns: determine message and target demographic, select media outlets;
- Work with Buyers to promote new products, advertise sales, and develop merchandising strategies;
- Coordinate in-store promotions, including flash sales, raffles, and giveaways;
- Coordinate all demos for store and communicate logistics to Buyers;
- Create in-store content: informational material, signage, register welcome screen and receipts;
- Maintain positive customer relationships: manage info email address, process non-vendor incident reports, and manage suggestions and comments;
- Coordinate the creation of an annual marketing plan.

Internet Presence

- Publish the Weekly Beet (e-news): create, gather, and edit content;
- Keep ACG website current, including updating sale info, events calendar, and blog;
- Use social media (Facebook, Twitter, Instagram) for advertising, education, and outreach;
- Update Google Calendar with ACG meetings and events (through info email address).

Outreach

- Increase ACG's visibility in the NE Portland community;
- Seek out and maintain partnerships with community organizations that share ACG's mission;
- Manage donations budget so as to support organizations that share ACG's mission;
- Coordinate Community Engagement Committee with BOD and ensure staff presence;
- Coordinate tabling for on and off site events.

MODO

- Create an annual marketing plan that includes a promotions calendar and budget for all planned activities and expenditures;
- Develop strategies for increasing sales and ownership;
- Plan events for the Coop: arrange facilities, equipment, staffing, vendors, entertainment;
- Organize outreach efforts such as ownership drives and owner appreciation days;
- Coordinate Annual Meeting logistics and content for reports.

Relationships:

- Works closely with members of the MODO Team
- Works with Collective Management

Qualifications:

Language Skills

Ability to read and interpret documents; ability to speak effectively and kindly before groups of customers or employees of the Cooperative.

Mathematical Skills

Ability to perform calculations.

Reasoning Ability

Ability to apply common sense understanding to carry out detailed written or oral instructions; ability to deal with problems involving a few concrete variables in standardized situations.

Physical Demands - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- While performing the duties of this job, the employee may be required to regularly talk, hear and see. The employee will be required to work at a desktop computer for periods of time.

Work Environment – The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to work on a computer for periods of time;
- Ability to work at a desk for periods of time.

Signing this document ensures that the signer has read and understands the Marketing and Outreach Coordinator job description and has committed to adhering to the expectations within. The Marketing and Outreach Coordinator job description will in part be used to assess workers' job performance at their annual review and throughout the year.

Signed _____

Print Name _____

Date _____