



## **VIROQUA FOOD CO+OP**

### **Marketing & Communications Manager**

#### **Marketing Department Mission**

*Tell the compelling story of local and organic food, superior customer service and cooperative values. We invite our community to participate in the VFC Experience by shopping in our store, through special events, and through social media interactions.*

#### **Purpose**

Responsible for all owner and customer-related communication as well as the design, production, and distribution of all marketing materials and advertising functions. Oversee all public communications of the Co-op addressed to VFC Owners, shoppers, the media and the public at large.

#### **Supervise**

Assistant Marketing Manager, Outreach/Owner Services Coordinator, Marketing Support Staff

#### **Status**

Reports to General Manager. Full time 40 hours/week Level VII position, \$22-\$31/hr DOE.

#### **Responsibilities**

##### **Customer Service**

*Excellence in customer service is our primary goal. No other task should ever come before serving our customers.*

- Offer consistent, fair and respectful customer interactions (both internal and external customers).
- Ensure a high standard to customer service store-wide according to established customer service vision and expectations.
- Provide product information and educational materials to customers and staff.
- Ensure quick response to customer questions and concerns. Maintain communication through the customer comment box.
- Work to advance the mission of the Viroqua Food Co+op through outstanding service to everyone we touch every day.

##### **Marketing**

- Develop and maintain annual marketing plan and promotional calendar.
- Create an annual marketing budget and track expenses monthly, to include: advertising, newsletter, web/social media sites, events/outreach, new owner gifts, donations, marketing supplies.
- Lead weekly Promotions Meetings to coordinate storewide opportunities for cross-merchandising and social media promotions.
- Participate in development and implementation of advertising: create ad copy, supervise marketing staff in designing ad layout to ensure consistent branding. Manage print, radio, digital, email, social media and television advertising. Coordinate advertising and other publicity for promotions.
- Establish and maintain positive, professional working relationships with media contacts.

## **Branding**

- Ensure all ads, promotional material, publications and in-store signage follows NCG Co-branding standards as articulated in the NCG Brand Guide, Promotions Program Materials Catalog, In-store Signs catalog, and NCG Co-Branded Newsletter templates.
- Ensure that in-store signage is created in a timely manner.

## **Publications**

- Assist team with production of the monthly newsletter: supply or assign content, copy-edit, ensure timely publication, print and distribution, approve and track all expenses.
- Produce other publications for shoppers and promotions as needed (fresh deals/co-op deals/basics flyer, promotional rack cards, recipes, etc.).
- Oversee all production and content of the Annual Report.

## **Owner Services & Consumer Education**

- Direct and assist Owner Services/Outreach Coordinator to assure we meet our goals and mission through education, community outreach, owner engagement & communications, including:
  - a. Ensure current, accurate content of website, and social media
  - b. Assist Owner Services with owner communication (train Front End staff, handle member-owner concerns and questions)
- Plan and execute Owner Discount Days and other owner benefits/events.

## **Community & Owner Events**

- Direct and assist Owner Services/Outreach Coordinator with:
  - a. off-site community events and in-store events
  - b. developing and publicizing community outreach programs
  - c. Annual Owners Meeting
  - d. educational opportunities for owners

## **Donations**

- Direct and assist Owner Services/Outreach Coordinator with Donations & Event Sponsorships.
- Manage and conduct yearly Donations Ballot to determine recipients for Give Where You Live Program and coordinate all monthly communication to nonprofit recipients.

## **Management Responsibilities**

- Attend weekly Management Team meetings.
- Enforce and adhere to all training manual contents.
- Uphold performance standards for department staff.
- Schedule staff according to established weekly labor budget.
- Set weekly priorities for marketing department staff to ensure productive work flow.
- Participate in hiring process.
- Ensure all staff reviews are completed properly and on time.
- Perform corrective measures and/or disciplinary action using required documented procedures.
- Ensure daily communications of on-going operational issues.
- Perform other tasks assigned by General Manager.

## **Qualifications**

- Knowledge of natural and organic foods, cooperative ownership, and the mission of the Viroqua Food Co+op.
- 4-year college degree in Marketing or Communication, or equivalent work experience.
- Experience supervising and managing small, creative teams.
- Ability to work closely and cooperatively with others.
- Demonstrated organizational, prioritization, and time management skills.
- Ability to create, administer and work with budgets.
- Experience designing promotional materials and writing marketing plans.
- Graphic design experience including competency with: Adobe InDesign, Photoshop, Acrobat; Adobe Illustrator a plus.
- Excellent computer skills including proficiency with Microsoft Word, Excel and Outlook; Teams a plus.
- Public speaking experience and approachable personality; ability to work in a public forum.
- Demonstrated experience writing and editing a variety of materials such as press releases, feature stories, web content and educational materials.
- Experience managing marketing campaigns via social media platforms Facebook and Instagram.
- Ability to work with little or no supervision and meet deadlines.
- Willingness and ability to grow to meet the changing requirements of the job.

## **THE FOLLOWING ARE EXPECTED OF ALL STAFF AT VIROQUA FOOD CO+OP**

### **Customer Service**

- Knows and adheres to VFC's expectations for external and internal customer service as outlined in Employee Policy Manual.
- Recognizes and acts on opportunities to make a customer's day or to make it right for customers with complaints.

### **Communication**

- Communicates openly and honestly with all others in the organization.
- You must have a working phone that receives calls and/or text without delay.
- Communicates respectfully at all times.
- Does not expose customers to internal disagreements.
- Resolves conflicts respectfully and in a timely manner, asks for assistance from appropriate supervisor as needed.
- Communicates needs promptly and efficiently.
- Participates actively in department team and all-staff meetings.
- Stays informed by reading all communications from the General Manager, managers, HR, and in department log books.

### **Mission Integration**

- Knows and promotes the cooperative principles and values.
- Understands Viroqua Food Co+op's Mission Statement and Ends Policies.
- Knows Viroqua Food Co+op and our history.
- Gains and shares natural foods knowledge; continually accesses new information.

## **Personal Effectiveness**

- Reports for scheduled shifts, on-time and ready to work.
- Understands and adheres to organizational and department policy and procedures.
- Accepts and offers feedback and suggestions openly and respectfully.
- Accepts direction willingly and follows through with delegated tasks.
- Learns and adapts to new tasks or situations quickly and cooperatively.
- Maintains job-related confidentiality.
- Takes initiative to identify, report and resolve problems before they escalate.
- Operates with a sense of teamwork; incorporates into daily job.
- Provides a positive model for co-workers.

## **Performance Standards**

### **Quality of Work**

- Understands technical requirements of job, applies technical knowledge consistently.
- Performs tasks accurately and efficiently, free from errors.
- Performs all tasks according to department procedure.

### **Quantity of Work**

- Performs tasks consistently at an acceptable rate as outlined by department supervisor.
- Organizes tasks efficiently, maintains focus and stays productive.
- Achieves established goals and expected results for the department.

### **Safety**

- Maintains safe work environment according to all department procedures, federal and state regulations.
- Obtains and maintains any necessary licenses.
- Wears protective clothing as required for position.