

LITTLETON FOOD COOPERATIVE

COMMUNITY OUTREACH COORDINATOR

JOB DESCRIPTION

Reports to: Marketing Manager

Non Exempt, Full time

POSITION SUMMARY: The Community Outreach Coordinator organizes Littleton Food Co-op's outreach efforts, donations program, sponsorship of local events, partnerships with community organizations, internal and external education and community relations. The Coordinator will have knowledge and an understanding of the local food landscape and will promote this through education, tours, classes, demos and other outreach efforts. Will provide relative content for media outlets.

The Coordinator will work collaboratively to establish, enhance, coordinate and maintain all member services and benefits to assure growth, awareness and communication between customers, members and the co-op board, staff and membership.

DUTIES:

- Adheres to the coop mission and seven coop principles.
- Meet expectations of regular, predictable attendance.
- Attend meetings; serves on committees as assigned.
- Other duties as assigned.

MEMBER SERVICES

- Prepare an annual Member Services Plan to contain
 - Member recruitment
 - Assessment of current and future member benefits.
- Plan an annual Member Services budget. Assist with forecasting, then implementing and monitoring, the Member Services department's operating budget.
- Oversee and administer all aspects of the Membership Plan.
- Develop member programs, services and benefits based on the needs of the community.
- Develop, promote, increase awareness and educate on member benefits.
- Plan and coordinate the annual members' meeting.
- Responsible for member correspondence including redemptions and ownership transfers.
- Process new members and maintain up-to-date membership data.
- Participate in communicating to members through email, newsletter, press and other media platforms.
- Provide the board with an annual membership report.
- Provide members, BOD, customers, staff and other associates with up-to-date and historical info on membership, co-op principles and co-op related issues.

- Maintain updated, printed materials about co-op membership.
- Work collaboratively with the Marketing Department to create a membership annual report.

OUTREACH AND EDUCATION

- Oversee donation program, ensuring accurate tracking and appropriate allocation of donations to community organizations is consistent with the co-ops vision.
- Organize and lead in-store tours with community groups as needed.
- Serve as contact for tabling, petition-gathering and soliciting inquiries.
- Oversee planning and staffing of a variety of internal and external events. Provide follow-up evaluation to insure continual improvement.
- Coordinate the use of the co-ops community cafe, including scheduling, publicity, set-up and break-down.
- Serve as media contact.
- Collaborate to execute an educational sampling calendar, creating educational demos that align with our promotional calendar.
- Monitor, develop and coordinate outreach efforts including reviewing class and event schedules and making improvements based on attendance, trends, surveys and other similar measures.
- Work actively to partner with community groups to achieve like minded goals through sponsorship of community events.
- Work with staff and community partners to create education opportunities related to local food, wellness, cooperatives, food education and other co-op relevant topics.
- Maintain and coordinate the Partner of the Month program.
- Maintain, enhance and assess the Co-op explorer program.

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Familiarity with and support of the co-op principles and mission.
- 2-3 years experience in communications.
- Ability to read, write and perform basic math functions.
- Experience with Microsoft Office, Excel, databases, Google docs and Google Sheets.

KNOWLEDGE/SKILLS/ABILITIES:

- Ability to answer questions in regard to membership within the Co-op and educates staff on membership to enhance member growth.
- Strong knowledge of grocery store duties and departmental activities.
- Ability to exhibit professionalism in performance and personal demeanor.
- Meets the flexibility needs for a creative work schedule.
- Willingly accepts additional responsibilities.

ENVIRONMENTAL FACTORS AND PHYSICAL REQUIREMENTS:

While performing the duties of this job, the associate is required to be able to stand, walk, stoop, kneel, crouch and manipulate (lift, carry, move) light to medium weights of 10-60 pounds.

