

LITTLETON FOOD COOPERATIVE

MARKETING MANAGER

JOB DESCRIPTION

Reports to: General Manager

FLSA Code: Non-Exempt

Full Time (Flexible Schedule, variable, some weekends required)

POSITION SUMMARY:

The Marketing Manager is responsible for all marketing systems that help to empower the Co-op's management, governing bodies, and employees to effectively tell the Co-op story. The Marketing Manager will serve the Co-op by planning, directing and evaluating Marketing Department initiatives, as well as managing Marketing Department operations & employees, including the Community Outreach Coordinator.

DUTIES:

Supervisory:

- Hire, schedule, manage, train, lead and develop employees.
- Adhere to set labor budget through appropriate staff hiring and scheduling.
- Assign duties and assist employees in receiving the training, tools and resources required to be successful.
- Monitor employees' productivity. Provide on-going performance evaluations.
- Develops and maintains a team concept to maintain high employee morale, communications and working conditions.
- Ability to project a friendly personality and work as a positive team member.
- Read, share and respond to internal and external communication from co-workers, vendors and industry communications.
- Works with other managers in a professional manner to strengthen professional relationships and to help the co-op to succeed as a business.
- Keep staff updated of all relevant information.
- Knowledge of and ability to explain/demonstrate department standards and procedures in an organized format.
- Has full knowledge of training program in the department and is able to train new staff as needed.
- Recognizes areas in need of improvement among staff and communicates the feedback to appropriate individuals.
- Manages department schedules; can efficiently and effectively make daily schedule adjustments as required.
- Attends board meetings, manager meetings and department meetings.

Marketing:

- Create, manage and maintain the Littleton Food Co-op brand guide.
- Educate staff on the brand guide and monitor activities and materials are consistent with the brand guide.
- Maintains and keeps track of marketing and advertising budget
- Create/follow Marketing Plans that are in sync with store goals and vision
- Designs original, appropriate, creative and engaging content for print, radio and online advertising that present a consistent LFC image, mission and values and that resonates with our customers.
- Adheres to advertising deadlines
- Coordinate advertising and other publicity for products, promotions, issues and events.
- Creates/maintains public marketing & events calendar
- Designs & creates in-store signage in accordance with the LFC brand
- Ensures that in-store signage, employee communications and Public Relations initiatives are on-brand and on-message
- Creates content and publishes Weekly Member eNews, Annual Report and Biannual Radish Newsletter;
- Manages web presence (including our website as well as social media channels) & maintains the Littleton Food Co-op website.
- Manages, maintains and creates content for relevant Social Media channels;
- Creates and distributes collateral marketing materials (ex: Rack Cards)
-

Events/Community Outreach:

- Promotes events in store via print, radio and online media channels
- Annual Meeting voting; run online + in-store voting system
- Approve, collaborate on and/or Oversee Community Outreach initiatives
- Support all departments with graphic design + marketing materials

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree in Graphic Design, Advertising, or Marketing & Communications (or equivalent relevant experience)
- At least 2 years experience in Marketing and Communications or a similar field
- Experience creating original Print and Digital content/products, proofing original Print and Digital content/products.
- Experience delivering finished original Print and Digital content/products

KNOWLEDGE/SKILLS/ABILITIES:

- Prefer at least 2 years of retail and/or food marketing experience, with a basic understanding of the grocery business.
- Adobe Creative Suite (Must be comfortable working in Photoshop, InDesign, and Illustrator) in a Windows ecosystem
- Relevant Computer Skills (Social Media Advertising, Web Advertising, GSuite Office Products)
- 2-4 years supervisory experience
- Ability to prepare and/or implement a comprehensive Marketing Plan
- Excellent communication skills
- Writing and editorial experience
- Proven ability to work within a budget and marketing plan
- Organizational and multitasking skills
- Ability to exhibit professionalism in performance and personal demeanor
- Meets the flexibility needs for a creative work schedule

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. Job requires good hand-eye coordination, arm, hand, and finger dexterity, including ability to grasp and visual acuity to operate equipment. The associate frequently is required to sit, reach with hands and arms, talk and hear.

Regularity and consistency of attendance is essential to ensure high quality service and ultimately a productive department and company.

Note: To perform this job successfully, an individual must be able to perform each essential job function satisfactorily with or without reasonable accommodations.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this Job at any time.

General Managers Signature

Employee Signature

Human Resources Signature