

Neighborhood Co-op Grocery
BRANDING MANAGER JOB DESCRIPTION

PURPOSE: To promote the Co-op, both in-store and in the community, as a healthy, attractive, vibrant community hub.

STATUS: Reports to General Manager
Supervises: Outreach and Owner Services Coordinator

RESPONSIBILITIES:

I. LEADERSHIP

- A. Serve as a member of the senior management team, providing support to the GM and other management team members in order to meet the organization's goals.
- B. Commit to all leadership standards for conduct, communication and professionalism.
- C. Seek solutions that maintain the business's best interests.
- D. Provide effective leadership for the branding team that fosters excellent communication, setting and monitoring of team goals and strong planning processes.

II. MARKETING & ADVERTISING

- A. Coordinate development of an annual branding plan for the organization based on the annual strategic priorities.
- B. Coordinate development of appropriate advertising and branding strategies.
- C. Administer promotions budget.
- D. Create ad copy, supervise graphic artists in designing ad layout to ensure consistent "look" that adheres to branding guidelines and establish style guide. Work with advertising agencies as needed.
- E. Conduct customer surveys as assigned by management.

III. PROMOTIONS

- A. Coordinate regular store promotional meetings to ensure appropriate strategies are used in external and internal branding that support the overall annual branding plan.
- B. Oversee coordination of product demos to support the sales goals of the departments.
- C. Coordinate advertising and other publicity for promotions. Ensure that all production of all branding materials, (specials flyers, coupons, recipes, nutrition information) support the image and annual branding goals.
- D. Inform staff through established communication channels of promotions and other upcoming promotional events.
- E. Create a style guide and standards for all signage and publications.

IV. GRAPHIC DESIGN

- A. Serve as in-house graphic designer responsible for designing and generating signs or electronic content according to brand goals, standards and according to production plan for the Marketing Team.
- B. Update, maintain and implement style guide standards in all branded materials for the co-op.
- C. Insure all materials have correct and complete information.
- D. Follow established procedures for posting, placement, size, color, time allotment and information required for all signs.
- E. Check posted signs regularly to insure acceptable appearance and placement.
- F. Help department managers maintain sign standards for their department signs by noticing substandard signs and replacing them, and watching for excessive signage or clutter that may detract from messaging goals.
- G. Stay current on design trends in order to make suggestions to the GM on relevant trends that may shape the branding needs of the co-op.
- H. Maintain adequate stock for all store sign needs.

V. COLLABORATION

- A. Ensure collaboration and effectiveness between the Marketing Team and sales floor staff to ensure the branding materials are serving the needs of the co-op.
- B. Lead regular Marketing Team meetings and assist in developing and refining action plans.
- C. Work effectively within the team production calendar and timelines in order to uphold the Marketing Team's commitments to the rest of the co-op.
- D. Oversee all written content. Ensure tone and content meet the needs of the co-op's brand goals.
- E. Seek input and feedback on design work and systems and respond positively and appropriately to feedback.

VI. CONSUMER SERVICES & COMMUNITY RELATIONS

- A. Lay out and design co-op newsletter, ensuring quality and a look consistent with the store's brand.
- B. Design website and post updated and timely content.
- C. Supervise Outreach and Owner Services Coordinator in the following:
 - 1) Establish a program of educational classes.
 - 2) Administer suggestion box: solicit customer input and ensure responses from appropriate staff
 - 3) Act as liaison with community organizations.
 - 4) Seek out and respond to opportunities for public presentation on natural foods, nutrition, sustainable agriculture and other subjects consistent with the organization's purpose.
 - 5) Represent the organization to the media, when necessary, to obtain favorable coverage.
 - 6) Coordinate organization's participation in advocating public policies favorable sustainable agriculture, food safety, and other goals consistent with the organization's purpose.
 - 7) Administer donations program within desired parameters.

VII. PERSONNEL—Supervise all Branding Department Team members.

- A. Hire qualified applicants following established policy.
- B. Ensure on-the-job training.
- C. Conduct effective performance evaluations.
- D. Recommend pay raises within department payroll allocation.
- E. Take disciplinary action as needed following established policies.
- F. Schedule hours for staff within department payroll allocation.
- G. Organize regular and effective meetings of branding team.

VIII. OTHER RESPONSIBILITIES

- A. Attend Store Management Team meetings.
- B. Perform other tasks assigned by General Manager.

QUALIFICATIONS

- Significant experience with marketing strategies and processes.
- Ability to create, administer and work with budgets.
- Familiarity with natural foods.
- Well-developed communication skills.
- Ability to create and implement plans from first creative idea through to implementation.
- Experience in a leadership role with demonstrated success in that role.
- Artistic skill and expertise
- Proficient in design software and in general computer operations and communication.
- Ability to design and make signs quickly
- Demonstrated writing and editing skills.
- Ability to handle multiple demands.
- Ability to work effectively independently and collaboratively with teams.
- Ability to prioritize tasks appropriately in a fast-paced busy work environment.