

Neighborhood Co-op Grocery Communication Coordinator Job Description

Purpose: To represent the co-op to the community under the direction of the Brand Manager.

Status: Reports to Brand Manager
24-30 hours/week
Pay Level: III

Responsibilities:

- I. **CONTENT PRODUCTION AND COORDINATION**
 - A. Produce and edit monthly electronic newsletter and printed quarterly Morsel:
 - i. Plan production schedule, and participate in development of newsletter budget.
 - ii. Solicit and edit articles from staff and owners in accordance with established themes. Review other publications for new ideas and improvements of current materials and appropriate articles for reprint (obtaining permission as needed).
 - iii. Research and write articles as needed, following established themes.
 - iv. Collect information and develop mailing lists.
 - B. Update and maintain co-op website as a communication tool with co-op owners, shoppers and general public:
 - i. Display current edition and archive past editions of co-op newsletters on the website.
 - ii. Update web site with other content consistent with established themes developed with the Brand Manager and marketing meetings.
 - iii. Evaluate effectiveness of website and electronic communication tools and make suggestions for improvement where appropriate.
 - iv. Periodically verify all outside links and register the site and updates to it with all major search engines.
 - C. Oversee communication support through traditional and electronic mediums.
 - i. Write and edit multimedia content to include public relations, marketing publications, advertisements, press releases, website, for and about organization, programs and events ensuring compliance with brand. Recommend or release information and advertisement appropriate for distribution to various media outlets (e.g., newspaper, radio, television, website, social media platforms.)
 - ii. Prepare advertising and promotional material as needed, gathers and organizes content to support advertising campaigns to support sales, services, participation in educational programs/classes, prepare scripts for radio and/or television advertising.
 - iii. Participate in analyzing data and evaluation of events and campaigns.
 - iv. Ensure frequent posts on social media outlets in ways that continually support monthly themes and branding initiatives.
 - v. Monitor comments and questions on social media and ensure thoughtful responses or direct to appropriate people.
 - vi. Send out effective e-mail blasts to owners on events, news and promotions.
- II. **GRAPHICS SUPPORT**
 - A. Prepare and produce graphic artwork for informational, educational, or promotional purposes for such media as print, displays, exhibits, and website.
 - B. Ensure all signage, fliers and design work supports branding initiatives of the co-op.
 - C. Work with Brand Manager to continually refine branding materials in order to support the organization fully.

- III. EVENTS COORIDINATOR - For community events sponsored by or participated in by the co-op (e.g. Owner Appreciation Days, 5K Run/Walk, Farm Crawl, and Empty Bowls etc.):
- A. Set and facilitate meetings with committee members for events.
 - B. Work within budget set by Brand Manager for each event.
 - C. Contact local producers as needed.
 - D. Arrange for food and other supplies.
 - E. Recruit volunteers if needed.
 - F. Work with Brand Manager to arrange for publicity and media coverage.
 - G. Arrange for set-up and cleanup of site or store.
- IV. COMMUNITY AND OWNERSHIP ENGAGEMENT
- A. Plans and schedules programs and events, coordinate promotional activities between departments and may oversee or supervise staff, and/or volunteers associated with events or programs.
 - B. Respond to requests from community groups for co-op participation in events, store tours, etc.
 - C. Schedule and lead store tours for visiting groups as arranged.
 - D. Develop kit of materials (displays, handouts, product samples and equipment) for co-op booths/tables at community events.
 - E. Represent the co-op at community events and meetings.
 - F. Create and administer a training passport module on ownership and selling owner shares at the Co-op and continually work to help store staff be successful in educating and celebrating ownership at the co-op.
 - G. Work with Brand Manager and GM to create specific messaging campaigns with owners.
 - H. Consumer services and community relations
 - i. Administer suggestion box: solicit customer input and ensure responses from appropriate staff
 - ii. Act as liaison with community organizations.
 - iii. Coordinate organization's participation in advocating public policies favorable of sustainable agriculture, food safety, and other goals consistent with the organization's purpose.
 - iv. Administer donations program within desired parameters.
 - v. Seek out and respond to opportunities for public presentation on natural foods, nutrition, sustainable agriculture and other subjects consistent with the organization's purpose.
- V. CLASSROOM PROGRAM COORDINATOR
- A. Establish a program of educational classes appropriate to co-op goals, resources and priorities.
 - B. Screen potential teachers, using a worksheet to capture all needed information.
 - C. Maintain schedule of events in community room; find other locations as needed.
 - D. Arrange for needed cooking equipment and supplies.
 - E. Ensure class instructors have needed grocery and supplies.
 - F. Maintain teaching kitchen/community room: ensuring cleanliness for classes and events, as well as security of equipment and small wares.
 - G. Handle registrations for classes or coordinate registrations with front end.
 - H. Collect evaluations of classes and retain for future evaluation.
 - I. Propose ideas for future classes or guest speakers to Brand Manager.
 - J. Submit class roster for coming season 1 month prior to start or as needed for promotion and communication.
- VI. OTHER DUTIES
- A. Attend marketing meetings to plan newsletter, e-mail blast and website content.
 - B. Perform other tasks assigned by Brand Manager.

QUALIFICATIONS

- Ability to project an outgoing, friendly personality.
- Experience serving the public.

- Familiarity with gourmet, natural, local and organic foods.
 - Excellent communications skills--clear direction, good listener.
 - Organized, pays attention to detail.
 - Ability to handle multiple demands.
 - Ability to work with minimal supervision
 - Excellent time management skills
 - Professional experience writing and editing for publications; knowledge of AP style
 - Desktop publishing experience
 - Strong design skills and proficient with Adobe software
 - Proficient with Microsoft applications; Word, Excel, and PowerPoint
 - Willingness and ability to learn and grow to meet the changing requirements of the job.
 - Provide excellent internal and external customer service
 - Willingness to work as a team member
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Please send cover letter, resume and references to:

Attention: Brand Manager
Neighborhood Co-op Grocery
1815 W. Main Street
Carbondale, IL 62901