



Marketing and Outreach Coordinator Job Description

Are you absolutely in love with great food? Do you have a passion for sustainability and supporting local businesses? Have a burning desire to make your mark in the Marketing and Outreach community? Read on please!

Lovettsville Cooperative Market is a community-owned and democratically operated grocery store dedicated to strengthening our economy and creating a marketplace for transparently labeled, local, organic and sustainable food

The Marketing and Outreach Coordinator is responsible for maximizing the Co-op's visibility consistent with the defined image. All materials created should adhere to the Co-op's seven guiding principles and reflect the mission statement. This position helps execute the Co-op's marketing and advertising in print, radio and social media as well as community relations; Plans and coordinates all events including in-store events, off-site events and educational programs; Responsible for newsletters and regular communication with our Membership.

DUTIES

Marketing and Advertising

- Assist in Creating and maintaining content on all social media platforms, including, but not limited to, Facebook, Tik-Tok, Instagram and YouTube
- Help design original content for print, radio and online advertising
- Assists in Managing website and keeps content up to date
- Helps Maintain and keeps track of marketing budget
- Adheres to advertising deadlines on weekly basis
- Creates, maintains and distributes monthly marketing & events calendar
(This will be a priority of the position to begin with, we want to get out into the community and let people know we are here AND why we are here!)
- Helps create in-store signage and distributes
- Helps create and publishes Owner and Non-Owner Newsletters
- Helps promote and maintain Co-op programs

Events

- Creates, plans and coordinates in-store events
- Promotes events in store via print, radio and online media channels
- Creates and maintains Calendar of Events

Community Outreach

- Meets new ownership acquisition goals
- Participates in local community events
- Participates in cooperative and membership events
- Develops and maintains partnerships with local establishments, non-profits, educational organizations, and local farmers and producers

EDUCATION AND EXPERIENCE REQUIREMENTS

- Bachelor's degree in applicable field
- Ideally 2 years' experience in Marketing and Communications in the Grocery industry, co-op experience preferred

KNOWLEDGE/SKILLS/ABILITIES

- Ability to answer questions regarding marketing and events within the Co-op and informs customers about happenings through various marketing efforts
- Ability to manage and maintain Social Media channels and Website
- Ability to create original content for ads, flyers, and in store signs
- Ability to exhibit professionalism in performance and personal demeanor
- Meets the flexibility needs for a creative work schedule
- Willingly accepts additional responsibilities
- Works sales floor during downtime
- Create partnerships with 501(c)(3) organizations for donation purposes, register campaigns and volunteer opportunities.
- Stay up to date on food and industry trends

Job Type: Part-Time with possible opportunity to grow into full-time

Pay: From \$20-25 per hour

Benefits:

- Employee discount
- Flexible schedule

- Paid time off

Schedule:

- Monday to Friday
- ***Weekends as needed***

Work Location: In person and Remote