



JOB DESCRIPTION

Job Title:	Marketing & Membership Director	Reports to:	General Manager
Department:	Marketing & Membership	Division:	NBU
Direct Report(s):	Graphic Design Coordinator, Marketing Communications Specialist, Membership Coordinator, Outreach Coordinator, Demo Coordinator	FLSA Status:	Exempt
<input type="checkbox"/> New Position	<input checked="" type="checkbox"/> Revised Position	Last Revised:	May 9, 2017

SUMMARY:

Responsible for the timely and cost-effective performance of marketing and membership functions, reporting results of those activities and providing promotional and communications services for the entire organization. Responsible for developing strong relationships with our members and community, building top of mind awareness through marketing campaigns, and working within departments to ensure the effectiveness of promotional programs. Represent North Coast Co-op in media and public relations. Works collaboratively as a member of the senior management team to achieve the goals of this cooperatively governed triple bottom line company.

ESSENTIAL FUNCTIONS: (other duties may be assigned)

- Oversee all North Coast Co-op marketing and public relations programs and activities—including electronic and print publications, advertising, press releases, social media and website—and serve as editor and art director.
- Oversee all membership programs and activities, including database management, board and committee functions, correspondence, annual membership meeting and strategic planning.
- Oversee all demo and outreach activities, including education, advocacy, events, sponsorships, and promotions.
- Oversee development and implementation of programs that build a sense of belonging and community among Co-op members, and foster strong relationships with the local agricultural, business, and cultural communities.
- Act as Co-op spokesperson and oversee all public relations activities including press releases and media interviews, and represent the Co-op at community events.
- Oversee consumer and membership survey and market research activities.
- Work with Store Managers, Prepared Foods Manager and department heads to facilitate the smooth integration of brand standards in all department signage and materials.
- Work with Merchandising team to ensure production and display of all in-house merchandising and informational materials is in line with brand guide.
- Work with Finance team to ensure compliance with best accounting practices, shareholder regulations and record keeping.

- Serve as leader for Marketing, Membership & Merchandising Team.
- Coordinate, plan, and manage Marketing & Membership department labor and expense budgets.
- Provide leadership in emergency/accident situations.
- Approach all decision making with environmental and social impact in mind, actively seek ways to improve sustainability efforts in day-to-day duties, and assist in implementing applicable North Coast Co-op sustainability initiatives.
- *Other Duties: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*

COMPETENCIES:

- Bachelor's or higher degree in marketing or related field, and/or 5 years of experience with progressive responsibilities in marketing and supervising a dynamic team
- Demonstrated success developing and managing values, focused marketing, branding, and community relations campaigns
- Proven success coordinating marketing and in-store merchandising/branding activities in a multi-department retail environment
- Proven success working collaboratively and effectively delegating responsibility in a team environment
- Experience with strategic planning and budgeting
- Experience managing multiple programs and budgets simultaneously
- Experience working in a cooperative or other triple-bottom-line business structure a plus
- Experience with consumer research methods and marketing analysis
- Proven ability to foster a diverse and inclusive workplace
- Excellent oral and written communication skills; demonstrated ability to speak in public
- Knowledge of natural foods industry
- Experience with information technology systems
- Excellent computer skills
- Excellent customer service skills
- Ability to work closely and cooperatively with others
- Willingness and ability to learn and to meet the changing requirements of the job

WORK ENVIRONMENT:

Fast paced retail floor and kitchens. Work near moving mechanical parts (i.e. coffee/juice machines, ovens, slicers, mixers, etc.) and in cold/hot climate conditions (i.e. cooler or near stove). Ability to work in moderate and loud noise environments including, but not limited to: computers, paging, telephones, human voices, and machinery.

PHYSICAL DEMANDS:

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and /or ability required.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.

- While performing the duties of this job, the employee is regularly required to sit and talk or listen. The employee frequently is required to reach with hands and arms. The employee is occasionally required to walk and use hands to finger, handle, or feel objects, tools or controls.
- The employee must regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by the job include close vision, depth perception, and the ability to adjust focus.
- The noise level in the work environment is usually moderate.

POSITION TYPE & EXPECTED HOURS OF WORK:

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work may be required as job duties demand.

EEO STATEMENT:

The North Coast Co-Operative provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, The North Coast Co-Operative complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

SIGNATURE:

This job description has been approved by all levels of management:

Manager _____

HR _____

*Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____