

## **Join the North Coast Co-op Team!**

In addition to being dedicated to the community, as well as being the only certified organic store in the area, North Coast Co-op is also a fantastic employer with excellent benefits—making us a great place to work! We are looking for hard working, fun people with a passion for food, community and sustainability to join our team. Since we are unionized, many of our retail positions are also part of a bargaining unit organized by UFCW Local 5.

We are looking for a talented **Marketing Communications Specialist** to join our team.

**Title: Full Time, Non-Exempt**

**Location: Arcata, CA**

### **SUMMARY:**

**In conjunction with the Marketing & Membership Director, coordinates placement and execution of all planned advertising and promotional activities, adhering to Brand and Style Guidelines and ensuring North Coast Co-op voice is consistent and engaging, by performing the following duties independently or in cooperation with staff to meet the Marketing & Membership Department needs of North Coast Co-op.**

**ESSENTIAL FUNCTIONS:** (other duties may be assigned)

- Manages website, blog and social media sites; creates, solicits and coordinates content.
- Establishes and maintains consistent brand through various media outlets, web search engines, customer review sites and social media by updating images and responding to comments/requests.
- Generates emails for various Marketing & Membership Department needs and maintains email list(s).
- Writes press releases to promote North Coast Co-op and its programs, as well as to inform of food recalls or other newsworthy information.
- Coordinates the placement of all advertisements (including but not limited to TV, radio, print, social media, website, e-communication, etc.).
- Coordinates promotions such as giveaways (in-store, social media and radio), coupons, etc. and determines parameters, manages entries/winners and tracks redemption—celebrates successes!
- Writes ad copy and scripts.
- Develops unique products for North Coast Co-op logo merchandise (t-shirts, mugs, etc.).
- Uses Adobe Suite to create content, edit photos, and retrieve content from the Graphics team for press releases and/or website and social media.
- Processes advertising invoices to ensure correct billing.
- Writes for the Co-op News, including educational, journalistic, and promotional pieces.
- Coordinates each Co-op News outline, solicits, edits, and manages content.
- Stays abreast of North Coast Co-op, community and global education and advocacy

issues to inform advertising and promotions choices.

- Ensures that advertising and promotions fall in line with the North Coast Co-op mission, cooperative principles, strategic plan, merchandising and other company goals and objectives.
- Travels between store locations to communicate marketing, advertising and promotions, as well as provide information and training.
- Works with Department Heads to determine and develop advertising and promotions for their unique products and services.
- Communicates marketing efforts via email, phone, The Co-op Thymes, in person, etc.—generally be an advocate for all things marketing related.
- Travels between stores and to event locations to take photos/videos as necessary for advertising/social media.
- Reviews donation and sponsorship requests, determines items to be gifted (fills out check requests, provides gift cards, or builds baskets) and communicates with community groups.
- Attends events as necessary to work as a member of the Marketing & Membership Team.
- Assists in creation of and operates within departmental budget.
- Works collaboratively with other members of our Marketing, Membership and Merchandising Team to assist in the realization of mutual goals.
- Participates in Open Book Management.
- Attends collaborative meetings and trainings as necessary.
- *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:**

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.

- Excellent demonstrated oral and written communication skills; ability to speak in public.
- Experience in marketing, advertising and public relations.
- Demonstrated ability in managing social media (Facebook, Twitter, Instagram, YouTube, etc.).
- Knowledge of SEO.
- Proficient in Word, Excel, and Outlook; experience with Photoshop, Illustrator, InDesign, and Premiere Elements (or other video editing software).
- Ability to troubleshoot basic HTML or CMS issues for website.
- Knowledge of natural foods industry helpful.
- Commitment to superior customer service and consumer education.

- Must be able to operate independently and interact with the public.
- Preferred: Bachelor's degree in Marketing, Journalism or similar.
- Preferred: Skilled in photography and video, specifically food and people as subject matter.

Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.

Design - Generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail.

Project Management - Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

Interpersonal Skills - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.

Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.

Leadership - Exhibits confidence in self and others; inspires and motivates others to perform well; effectively influences actions and opinions of others; accepts feedback from others; gives appropriate recognition to others.

Cost Consciousness - Works within approved budget; develops and implements cost saving measures; contributes to profits and revenue; conserves organizational resources.

Professionalism - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.

Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

Innovation - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

## **WORK ENVIRONMENT:**

The noise level in the work environment is usually moderate unless at an event.

**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:**

Administrative — 40 hours per week, normal business hours.

**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.