

## Marketing Director

**Status:** Reports to General Manager

**Supervision of:** Visual Merchandiser, Education Coordinator, Graphic Designer, Owner Services Coordinator, Local Food Projects Coordinator, Media & Events Coordinator

### Purpose:

1. Promote the Marquette Food Co-op and the cooperative business model through the coordination of merchandising, promotions and media mix and ensure that the MFC staff is customer focused and provides excellent service both internally and externally.
2. Cultivate partnerships with UP organizations, institutions and businesses, for the mutual benefit of our Co-op and the community with the intention of positioning MFC at the heart of a vibrant local food economy and as the leader for health and wellness in the U.P. and beyond.
3. Assist MFC's Management Team and Board of Directors in communication with owners, employees, customers, the general public and the media.

### Duties and Responsibilities

- Create an annual marketing plan for store operations that aligns with the Co-op's Operational Strategic Plan.
- Assist with ongoing updates to the Operational Strategic Plan.
- Ensure adherence to a clear, consistent image for the Marquette Food Co-op.
- Oversee and provide management, as needed, of community outreach activities, educational programming, owner events, promotional programs, advertising, and media coverage both internally and externally.
- Oversee publications and promotional information including but not limited to MFC's website, newsletter, advertising, social media, internal and external consumer information, press releases, and signage.
- Ensure that Co-op owners are sufficiently engaged, provided with meaningful benefits, and timely information.
- Remain abreast of changing owner/customer needs, new products, and effective marketing techniques.
- Ensure the Co-op's atmosphere is inviting and engaging, high quality products are offered and the store is well merchandised at all times.
- Oversee Local Access Fund, Community Fund, and Donation Disbursements.
- Maintain and further develop the MFC Grow Team.
- Oversee MFC composting, recycling, and other green efforts and programs.
- Work closely with the Operations Managers on all product recalls.

### Supervision and Leadership of Department

- Interview, hire, and evaluate department staff.
- Train, develop, and coach staff in customer service and work performance.
- Monitor employee performance, taking disciplinary action as needed in accordance with established personnel policies.

- Ensure that communications to department staff are timely, clear, direct, and respectful.
- Model supportive and participatory leadership qualities, promoting team building and motivating staff to achieve departmental goals.
- Treat staff with consistency and fairness, in a style appropriate to a cooperative work environment.
- Represent the team as one voice and honor decisions after they are made.
- Will adhere to the Manager's Code of Behavior.

### **Financial Accountability**

- Work with GM to establish annual department budgets to include labor cost and expenses.
- Monitor and ensure labor ranges comply with approved budget.
- Monitor and ensure direct and indirect expenses comply with approved budget.
- Understand equations, reports, and financial terms used in grocery retail management systems
- Set departmental goals and develop structure in compliance with the overall store vision.
- Maintain a working knowledge of new products and new technology within the industry.

### **Qualifications:**

- Management experience and demonstrated leadership skills.
- Public relations and/or marketing experience.
- Sales experience in a retail setting.
- Knowledge of food, environmental, and health issues with emphasis on natural, organic and local food and the systems in which they operate.
- Strong knowledge of Cooperative Principles.
- Ability to handle multiple demands simultaneously and prioritize tasks.
- Self-directed and self-motivated.
- Flexible thinker with proven collaborative ability.
- Excellent organizational skills.
- Demonstrated ability to meet goals.
- Demonstrated writing and editing skills.
- Familiarity with Microsoft Office and desktop publishing.
- Demonstrated ability to communicate directly, objectively, and respectfully.
- Experience developing and implementing successful membership program(s).
- Ability to develop effective messaging to target and serve a diverse potential market.
- Excellent communication skills; good listener; gives clear instructions; ability to present information in a professional manner to small or large groups.
- Purchasing and budgeting experience.
- Familiarity w/specialty diets such as vegan, gluten-free, soy-free, etc.
- Strong knowledge of food safety and regulations.
- Ability to handle impromptu questions.
- Flexible availability, including nights and weekends.
- An energetic, positive, and charismatic personality is required.