

**Marketing Support - Job Description**

**PURPOSE:**

Assist the Marketing & Owner Services Team in the production of clear, consistent and visually appealing marketing pieces and sales support materials consistent with VFC’s designated brand strategy. Assists in communicating the mission and product philosophy of the Co-op to the membership, general public, and staff; to provide consumer and employee education to meet VFC’s objectives.

**STATUS:**

Reports directly to the Marketing & Owner Services Manager. Part time Level 2 Position. 16-21 hours/week, occasional evening & weekend hours.

**EQUIPMENT:**

Mac computer, printer, copier, laminator, paper cutter, telephone, digital camera, fax

**RESPONSIBILITIES: CUSTOMER SERVICE**

1. Offer consistent, fair and respectful customer interactions (to both internal and external customers).
2. Ensure a high standard to customer service storewide according to established customer service vision and expectations.
3. Provide product information and educational materials to customers and staff by way of multiple forms of media.
4. Ensure quick response to customer questions and concerns (per website, email and phone call interaction).
5. Understand and communicate the cooperative principles and the particulars of membership to shoppers and staff alike.
6. Work to advance the mission of the Viroqua Food Co-op through outstanding service to everyone we touch every day.

**QUALITY STANDARDS:**

1. Accuracy: all outgoing printed materials must be proofed and free of errors.
2. Timeliness: meet commitments to VFC Owners and co-workers in a timely manner.

**JOB DUTIES**

* Maintain VFC’s creative standards of quality and protect consistency of the identified brand strategy in the NCG co+op brand guide and Promotions Program Materials Catalog.
* In collaboration with Promotions Team, prepare and print Co-op signage using graphic applications, utilizing marketing request forms and templates.
* In collaboration with Promotions Team, layout and print the weekly fresh deals/owner deals flyer, utilizing the designated templates. Utilize iStock photos for flyer as needed. Take product photos when no iStock photo orphoto on file is suitable. Prepare flyer jpegs for web and email use.
* Update and print product guides, educational materials, owner services publications and product information for customers and new owners.
* Assemble “New Owner Packets” and keep Front End staff fully stocked with packets and gift bags.
* Assist Marketing Manager and other department managers in production of marketing and merchandising materials, including but not limited to: in-store posters, coupons, recipe cards, in-store signage templates, and other items as directed.
* Photograph product, store displays, events, customers, local producers, and staff for use in ~~VFC ads,~~ social media (Facebook and Instagram). Post on social media according to the plan and schedule developed by the Marketing Team.
* Update website (Current Specials) and blog content as directed.
* Attend all required meetings: Promotions Meetings, Marketing “Huddle” Team Meetings.
* Expedite timely delivery of graphic materials to users, assure proper placement and monitor any necessary material replacement, as appropriate.
* Assist in other public relations and marketing activities as needed.

**KNOWLEDGE, SKILLS, ABILITIES:**

* Layout skills; familiarity with Adobe InDesign, Acrobat Premium, basic photo editing. Also have competency with Microsoft Word and most general internet applications.
* Strong collaborative skills and ability to communicate effectively, at all levels
* Self-directed, demonstrates initiative and creative thinking; also has ability to work closely and cooperatively with others
* Excellent sense of organization, accountability and time management
* Ability to handle multiple demands and prioritize workload effectively
* Basic digital photography skills
* Familiarity with social media, blogging. Use of content management systems a plus.
* Ability to work an occasional evening or weekend
* Ability to follow through on systems, procedures, and policies
* Familiarity with VFC product lines
* Demonstrated capacity to operate successfully in a fast-paced, rapidly changing environment

**THE FOLLOWING ARE EXPECTED OF ALL STAFF AT VIROQUA FOOD CO-OP:**

**Customer Service**

* Knows and adheres to VFC’s expectations for external and internal customer service as outlined in Employee Policy Manual.
* Recognize and act on opportunities to make a customer’s day or to make it right for customers with complaints.

**Communication**

* Communicates openly and honestly with all others in the organization.
* You must have a working phone that receives calls and/or text without delay.
* Communicates respectfully at all times.
* Does not expose customers to internal disagreements.
* Resolves conflicts respectfully and in a timely manner, asks for assistance from appropriate supervisor as needed.
* Communicates needs promptly and efficiently.
* Participates actively in department team and all-staff meetings.
* Stays informed by reading all communications from the General Manager, managers, HR, and in department log books.

**Mission Integration**

* Knows and promotes the cooperative principles and values.
* Understands Viroqua Food Co-op’s Mission and Ends.
* Knows Viroqua Food Co-op and Co-op history.
* Gains and shares natural foods knowledge, continually accesses new information.

**Personal Effectiveness**

* Reports for scheduled shifts, on-time and ready to work.
* Understands and adheres to organizational and department policy and procedures.
* Accepts and offers feedback and suggestions openly and respectfully.
* Accepts direction willingly and follows through with delegated tasks.
* Learns and adapts to new tasks or situations quickly and cooperatively.
* Maintains job-related confidentiality.
* Takes initiative to identify, report and resolve problems before they escalate.
* Operates with a sense of teamwork; incorporates into daily job.
* Provides a positive model for co-workers.

**Performance Standards**

Quality of Work:

* Understands technical requirements of job, applies technical knowledge consistently.
* Performs tasks accurately and efficiently, free from errors.
* Performs all tasks according to department procedure.

Quantity of Work:

* Performs tasks consistently at an acceptable rate as outlined by department supervisor.
* Organizes tasks efficiently, maintains focus and stays productive.
* Achieves established goals and expected results for the department.

Safety:

* Maintains safe work environment according to all department procedures, federal and state regulations.
* Obtains and maintains any necessary licenses.
* Wears protective clothing as required for position.