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Marketing, Education & Communications Manager

Purpose: To create and develop relationships with our Member/Owners, our Shoppers, our Staff and the Community that fosters Co-operation, loyalty and unity.

Position: Full time ($18.50/hr.) Reports to General Manager

This is a difficult position on a number of levels but very rewarding for the right person. It encompasses the look and feel of our Co-op as well all the various communication paths with everyone who uses the Co-op. Please read through the following before applying.

Goal of Store for 2022: While we are budgeting a 6% growth path, our internal goal is 25% (which is much less than the last 2 years).

> All Staff are responsible for this at various levels. Promotions and education will play a large part in this effort.

Member/Owners: This is the core of our Co-op and the vast majority of our efforts go to serving this group.

> We currently have over 1,700 active Members (those who maintain a $20 yearly equity payment). 2022 goal is to push this over 2,000.

Shoppers: These are either non-members or inactive Members. Many are occasional shoppers or visitors to Durango.

> We think of them as potential Member/Owners or word-of-mouth ambassadors for our Store as they travel around.

Students: We extend a gratis Student Membership as we want to help expose and teach them about Co-ops and healthy eating.

Staff/Board: The Staff is a huge user of our Co-op as well as being Staff. Same goes for the Board. The better educated they are on products and Co-operatives, the more connection is made between our Co-op and them.

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This position is responsible for maintaining and developing the systems and communications with these four groups.

Currently, this position produces the following which must be maintained & developed further:

Monthly Newsletter
Weekly E-mail Blasts
Special E-mail Blasts
Weekly plus postings on Facebook & Instagram
Keeping our web presence up-to-date
Sale and promotions signage for the departments and store
Promotional Posters depicting current sales and promotions
Entering Member information to our systems and maintaining it.
Maintaining the Mailing lists
Planning and implementing of sales and promotions
Keeping our Website current and relevant
Monitoring and answering questions/concerns via our website and others
Maintains and develops all flyers, info brochures, Member and Student packets, etc.

In addition, the following responsibilities apply:

Schedule and implantation of Sampling throughout the store
The “look” of our store outside and in. Includes landscaping, mural maintenance and tidiness.
Survey’s as needed as well as the new member surveys
Maintain and promote connections within the community
Event representation and development including our Harvest Fest and the Farmers Market
Coordinating and conducting our annual Board Elections
Tabling on Campus and inclusion in Student information
Advertising
Engage local media to promote our Co-op
Roundup program and other donation venues
Webcart
Phone system
Must learn the Co-op Movement/History and how/why Co-ops are alternative business models and be able to teach Member/Owners, Staff and Board when necessary.
Must learn how to use the resources available from our Membership with NCG (National Cooperative Grocers) and other organizations
Additional responsibilities can and will be added by the GM as necessary

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Necessary qualifications:

Interpersonal/team leadership skills: While the position reports to and takes direction from the GM, working with all the departments smoothly is a key communication skill needed. The ability to get cooperation from the other Staff Members is crucial.

Computer skills: Familiarity of specific software is helpful but not necessary. The ability to quickly learn software programs is a must.

> We use Excell, Word, Canva, InDesign, Mail Chimp, Survey Monkey, Facebook, Instagram, Wix and Catapult, which is our POS program that is used daily for many critical aspects of this position.

Graphic Design/Creativity: Much of our communications is visual. The ability to create eye-catching effective materials such as our posters, emails, brochures and our Newsletter is necessary.

Organization: This is a fast paced job and the ability to keep the many different aspects and tasks on time is critical.

> Not only is this a difficult skill to master for this position, it is challenged by our very tight, chaotic and often noisy work environment (about 3.5 ft station sitting shoulder to shoulder with co-workers in our warehouse which is cold in winter and hot in summer).

Thank you for reading through this. If you think you're a good fit for this position, please submit a cover letter, your resumé and please share your thoughts on the following:

* Creating and nurturing the relationship between the Co-op and the Member/Owners is our top priority. How we can build from where we are now?

* Please share your thoughts on Organic, Natural and Local foods.

* Why are you in Durango and for how long?