

Marketing Director

Position Type: Management (Level V)

Apply By: February 20, 2019

Posted:

Organization Type: Co-op Retail

Organization: Food Co-op

Organization Location: 701 West Buffalo St., Ithaca, NY 14850

Organization Website: [GreenStar Food Co-op](#)

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To Apply: Online at: <https://greenstar.coop/careers/> or a paper application at one of our locations

Commitment: "GreenStar Co-op is committed to being an inclusive organization free from discrimination. We seek out and welcome people from diverse communities to participate in a community-owned cooperative business structure"

Purpose: To increase community awareness, retail sales and member involvement in the co-op through the mediums of promotion and advertisement. Responsible for store brand identification and presentation. GreenStar's Marketing Director is a primary communicator of cooperative values to the broader regional community. This position is bottom line responsible for GreenStar's operational membership programs. The Marketing Director is a management position responsible for providing leadership and vision to help achieve organizational goals.

Responsibilities:

I. GENERAL MANAGERIAL

- A. Monitor adherence to Marketing and Membership budget. Submit to GM for approval for anticipated deviation from the budget.
- B. Ensure department invoices are coded and submitted to Finance in a timely manner.
- C. Participate in annual operational budget process.
- D. Attend regular management meetings. Attend Council and Committee meetings as directed by the General Manager.
- E. Hold regular department meetings.
- F. Scheduling of Marketing and Membership department staff.
- G. Ensure on the job training including requiring them to participate in our HR, Customer Service and Cooperative training programs.
- H. Conduct timely performance evaluations of Marketing and Membership department staff.
- I. To uphold the mission and values of GreenStar Co-op.
- J. To model leadership of the department.
- K. To keep current on operational/personnel policies and procedures.
- L. Demonstrate regular, predictable work attendance.
- M. Ensure that department responds to requests promptly.
- N. Communicate standards, expectations and policy changes to all department staff.
- O. To stay current on trends and changes that affect the department and natural foods industry.

II. MARKETING

- A. Develop annual marketing plan and budget including contract renewals. Submit to GM for approval.

- B. Monitor adherence to budget. Submit to GM approval for anticipated deviation from the budget.
- C. Ensure invoices are coded and submitted to Accounting in a timely manner.
- D. Ensure timely maintenance of GreenStar's website. Website should be engaging and enhance our involvement in GreenStar's community.
- E. Develop ongoing market research program, including member/customer surveys.
- F. Coordinate marketing and merchandising promotions with Operations and Retail Managers.
- G. Develop calendar-driven promotional themes with Store Managers planned one year in advance and submitted to GM for approval
- H. Support Board-sponsored events and communications as directed by General Manager.
- I. Ensure image-bearing material related to GreenStar creates a coherent, branded image.
- J. Establish design and quality standards for store signage. Establish and oversee templates for the production of signs related to marketing and customer information.
- K. Establish systems for requesting and creating regular store signage that is efficient and consistent.
- L. Responsible for maintaining and documenting department systems (website updates, Greenleaf publication schedules, register screen shots, etc.).
- M. Ensure network files are maintained in an organized manner.
- N. GreenStar will not allow marketing that is unethical or inconsistent with our Product Line or Education policies (see Policies B.10 and B.11), or that seeks to create a false "need" in customers.

III. ADVERTISING PROGRAM

- A. Maintain and develop yearly advertising schedule and budget as part of annual marketing plan submission.
- B. Monitor adherence to advertising budget. Work with the GM on necessary adjustments.
- C. Supervise production of ad copy for print/radio/internet media.
- D. Produce press releases, public service announcements, and other advertising for special events.
- E. Ensure production and distribution of store promotional fliers.

IV. PUBLICATIONS

- A. Newsletter: Supervise Greenleaf Editor to ensure coordination of newsletter with marketing, membership department, and Council.
- B. Oversee production of direct mailings and annual reports as needed.
- C. Ensure that both printed materials produced by GreenStar and from other organizations are organized and well-displayed in store. In coordination with Customer Service Manager, help to maintain cleanliness and order of these materials.

V. COMMUNITY RELATIONS, DONATIONS AND EDUCATION

- A. Administer distribution of donations with adherence to the budget line.
- B. Attend monthly Board meetings and attend appropriate committee meetings as directed by the GM.
- C. Conduct store tours.
- D. Ensure the Co-op's participation in relevant community events.
- E. Represent the Co-op to the media to obtain favorable media coverage.

VI. PERSONNEL-Marketing Staff

- A. Create job descriptions, interview applicants, make recommendations to General Manager for hires.
- B. Supervise Marketing & Membership department staff.

VII. SAFETY RESPONSIBILITIES

- A. Follow GreenStar safety rules

- B. Assist other employees in safety needs,
- C. Report unsafe equipment and conditions,
- D. Assist with safety training needs,
- E. Participate in safety training programs, assist with accident investigation,
- F. Perform other tasks as assigned to ensure a safe and healthy work environment.

QUALIFICATIONS:

- Demonstrated writing and editing skills
- Excellent oral communication skills.
- Excellent sense of organization and follow through on commitments.
- Minimum of three years management and supervisory experience
- Familiarity with MSWord, MS Excel, MS Access, Adobe PageMaker, Adobe Illustrator, PageMaker., Photoshop, web design and maintenance.
- Ability to manage multiple projects simultaneously.
- Professional experience in public relations and/or marketing.
- Experience developing educational materials and conducting education trainings.
- Familiarity with the cooperative movement and principles.
- Ability to administer and work with operational budgets.
- Ability to design and implement administrative systems.
- Experience in retail food store environment ,with knowledge of retail operations.
- Knowledge of natural foods industry.