CITY CENTER MARKET
MARKETING MANAGER
JOB DESCRIPTION

Purpose: To lead Co-op marketing efforts that promote ownership, increase sales, grow customer traffic, improve average basket size, strengthen brand recognition, and maintain a positive store image both internally and externally.

Status: Reports to General Manager
Level IV
Full Time

RESPONSIBILITIES

I. CUSTOMER SERVICE

A. Greet customers with a smile and eye contact. Assist customers with questions in a prompt, friendly, and courteous manner, referring them to others when necessary.
B. Model and teach excellent customer service.
C. Return phone calls and messages within 24 hours of receipt.
D. Share information about cooperative business principles, member/ownership, and store policies clearly and enthusiastically with both customers and CCM staff.

II. STORE PUBLICITY

A. Design and produce signage, posters, brochures, and other promotional materials that consistently support the store brand.
B. Maintain consistent brand standards across all store communications, signage, advertising, website content, and social media platforms.
C. Post informative and appealing content regularly on the Co-op's Facebook, Instagram, and other approved social media platforms. Coordinate staff posts to maintain a consistent and reasonable social media presence.
D. Maintain the Constant Contact database. Plan and prepare email messages for General Manager approval and timely submission.
E. Prepare and implement marketing campaigns, schedules, and materials designed to increase store awareness, customer traffic, average basket size, and sales.
F. Develop and maintain an annual marketing calendar that supports store sales goals, owner engagement, community events, and seasonal promotions.
G. Coordinate with department managers to plan, promote, and execute timely sales campaigns, product features, demos, and store events.
H. Track and report marketing performance using available data, including email engagement, social media reach, coupon redemption, event attendance, and sales trends.
I. Plan and implement store events, including classes, Tent Sale, Fall Fest, open houses, and similar events.
J. Write press releases, Out 'n' About column items, and other publicity materials for General Manager approval.
K. Produce Deli and Café signage as needed, including the monthly soup schedule.
L. Design Fresh Deals sales flyers, Owner Deals sales flyers, and other sales flyers for approval by department managers.
M. Customize, finalize, and submit NCG Co-op Deals bi-weekly.

III. OWNER SERVICES

A. Plan, edit, and produce the Co-op newsletter, with approval of the General Manager.

B. Plan and implement owner events, including owner drives, owner appreciation days, and the annual member/owner meeting.
C. Maintain up-to-date materials for new owner packets.
D. Work with the Board of Directors on board-related activities, including board member elections, annual meeting communications, and owner governance support.
E. Support owner engagement and cooperative education through newsletters, campaigns, events, and ownership communications.

IV. COMMUNITY RELATIONS

A. Plan and implement Co-op participation in community events.
B. Act as liaison with community organizations, as directed by the General Manager.
C. Oversee guidelines and written materials for the administration of the donations program, with General Manager approval.
D. Work with the Chamber of Commerce and local businesses to strengthen community partnerships and promote the Co-op.
E. Build relationships with local businesses, schools, nonprofits, farmers, vendors, and community organizations to strengthen the Co-op's community presence.

V. WEBSITE

A. Design and maintain the Co-op's website, working with the General Manager and others as needed, to offer a consistently informative, appealing, and up-to-date website within budgetary restrictions.
B. Manage the Co-op's online presence, including website updates, Google Business Profile, social media platforms, and customer-facing digital communications.
C. Organize and maintain a database of pictures for use on the website, signs, brochures, and other materials.

VI. OTHER

A. Help in the store as needed and requested, including acting as a back-up cashier, assisting with deliveries, participating in quarterly inventory counts, and supporting other store needs.
B. Carry out management directives as assigned and in support of the General Manager.
C. Attend department meetings, storewide meetings, and trainings.
D. Attend and participate in Management Team meetings, as requested.
E. Participate in NCG peer group meetings and report to the General Manager, department managers, and staff as appropriate.
F. Work with vendors, NCG, and department managers to promote featured products, local products, demos, special pricing, and vendor-supported promotions.
G. Perform other tasks as assigned by the General Manager.

PREFERRED EDUCATION & EXPERIENCE

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field, or equivalent professional experience.
- 1–3 years of experience in marketing, communications, or graphic design.

PREFERRED TECHNICAL & MARKETING SKILLS

- Advanced proficiency in Adobe Creative Cloud, specifically InDesign, Illustrator, and Photoshop, for print and digital content creation.
- Demonstrated writing, editing, and proofreading skills with a keen eye for detail.
- Familiarity with email marketing platforms, such as Constant Contact, and social media management across platforms including Facebook, Instagram, and others.
- Basic understanding of digital marketing analytics, such as social media insights and Google Analytics, to track and report on campaign success.

- Experience updating website content through a CMS, such as WordPress, Shopify, or similar platform.

SOFT SKILLS & WORK STYLE

- Self-directed, creative, independent, and thoughtful approach to problem-solving.
- Excellent communication skills; ability to provide clear direction, both written and verbal.
- Demonstrated desire and capacity for teamwork and cross-functional collaboration.
- Ability to project a friendly, outgoing personality, especially when interacting with the team or customers.
- Strong organizational skills with the ability to handle and prioritize multiple demands and remain calm under pressure.
- Willingness and ability to grow and adapt to meet the changing requirements of the job.

ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit and type for long periods of time.
- Ability to process information through the computer system and POS system.
- Ability to read, count, and write to accurately complete all documentation.
- Ability to freely access all areas of the store, including the sales floor, back room, and office areas.
- Ability to move or handle materials, such as promotional signage or event materials, from one place to another.