CITY CENTER MARKET
MARKETING MANAGER
JOB DESCRIPTION

Purpose: Owned by our neighbors and open to everyone, we are a trusted source for healthy living and provide our community with great food and the best customer service. City Center Market endeavors to be the grocery destination in our community, and a welcoming place to gather where customers can find consistent selection of specialty grocery and made-from-scratch items coming from our bakery/deli/cafe every day.

The Marketing Manager leads the Co-op marketing efforts that promote Co-op ownership, increase sales, grow customer traffic, improve average basket size, strengthen brand recognition, and maintain a positive store image both internally and externally. This position operates in a very fast-paced environment, requires self-leadership, and requires the ability to be creative, working on projects both behind the scenes and assisting with community events to grow the CCM brand.

Status: Reports to General Manager
Non-Exempt, Level IV
Full-Time

ESSENTIAL RESPONSIBILITIES

I. CUSTOMER SERVICE

City Center Market values our customers, vendors, partners, owners, and stakeholders and we want them to experience the best customer service in town. As a level IV staff member, it is your responsibility to model this type of customer service in all interactions, both internal and external. Some ways we encourage this to be done is by consistently providing a supportive, personalized, and memorable experience that builds deep trust and loyalty with customers, including: Responsiveness, Proactivity, Personalization, and Deep Knowledge.

a) Responsiveness: actively interacting with staff/customers, greeting them with a smile, eye-contact, and thanking them; answer inquiries quickly (within 24 hours in this position)and thoroughly and in a friendly, courteous manner, referring them to others when necessary.
b) Proactivity: Anticipating staff/customer needs and solving potential problems before the customer even has to ask.
c) Personalization: Projecting an approachable presence, tailoring interactions to individual histories, showing empathy for staff/customer emotions, and treating clients as unique individuals rather than transactions.
d) Deep Knowledge: Equipping yourself with strong product and service expertise so they can educate and guide buyers effectively. Keep up on the latest trends in nutrition, natural foods and the co-op industry.

Be able to clearly explain how Co-op Ownership functions, promote Ownership and the benefits of becoming a Co-op Owner. Share information about cooperative business principles, member/ownership, and store policies clearly and enthusiastically with both customers and CCM staff.

II. BRAND, DESIGN AND CONTENT PRODUCTION

A. **Brand Consistency:** Maintain consistent and clear brand standards across all store communications, signage, advertising, website content, and social media platforms. Maintain in-store signage such as menus, promotions, hot bar, gift cards, etc.
B. **Visual Asset Design:** Design and produce signage, posters, brochures, and other promotional materials that consistently support the store brand, including Deli/Café signage and monthly soup schedules.
C. **Social Media Creation:** Take photos and design appealing, informative content regularly for Facebook, Instagram, and other approved platforms; coordinate internal staff posts to maintain a balanced presence.
D. **Flyer & Asset Production:** Design, print and maintain printed materials for Fresh Deals, Owner Deals, coffee and hot drinks menu, hot-bar menu, events, logistics (close early and no outside food signs), round-it-up program and related register signs, among other sales flyers in collaboration with department managers' goals and promotions. Physically put together materials as needed.
E. **Email & Written Copy:** Effectively and clearly communicate written press releases, "Out 'n' About" columns, and weekly/bi-weekly email newsletters for General Manager approval.
F. **NCG Program Customization:** Customize, finalize, and submit bi-weekly NCG Co-op Deals, including creating custom front/back elements, sourcing missing product images, and swapping out unavailable items.
G. **Design Merch:** Design CCM merchandise for staff and customers.
H. **Promotions:** Promote department sales, campaigns, product features, demos and store events. Work with vendors, NCG, and department managers to promote featured products, local products, demos, special pricing, and vendor-supported promotions.

III. MARKETING STRATEGY, COORDINATION & PLANNING

A. Annual Strategy: Develop and maintain an annual marketing calendar that supports store sales goals, owner engagement, community events, and seasonal promotions.
B. Campaign Management: Prepare and implement marketing campaigns, schedules, and materials designed to increase store awareness, customer traffic, average basket size, and sales.
C. Event Execution: Plan and implement store events (e.g., classes, Tent Sale, Fall Fest, open houses), including researching products and design materials, mapping layouts, coordinating with managers, and managing set-up (requires flexible availability outside regular store hours); plan co-op participation in community events, including activities for those who stop by at local events; maintain consistency with past event participation and coordination by contacting appropriate parties, registration, design, set-up and other related execution.
D. Department Collaboration: Communicate, coordinate, and have mutual understanding with department managers via specialized meetings, and various communication platforms to ideate, plan and creatively execute ongoing in-store communications as well as timely sales campaigns, product features, demos, and store events including researching brands/sales as well as coordinating donations. Create online forms and coordinate with managers in regard to special promos (such as Turkey orders during the fall season and co-op explorers).
E. Performance Tracking: Track and report marketing performance using available data, including email engagement, social media reach, coupon redemption, event attendance, and sales trends.

F. Database Management: Maintain the Constant Contact database and manage the planning, preparation and scheduling of email messages for General Manager approval to ensure timely submission for weekly fresh deals, bi-weekly co-op deals, events, store promotions and market messenger.
G. Selecting radio station to coordinate with seasonal/daily happenings or events.
H. Merchandise Ordering: Put together merchandise orders, coordinate and communicate with design and print company.
I. Efficiently manage chronological workflow pipelines and prioritize critical daily tasks.

IV. 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.
F. Coordinate in-store and online voting, print ballots, create online forms, make spreadsheets, etc.

V. COMMUNITY RELATIONS

A. Participate in community events, including attending events, setting up a table, and executing planned activities for people who stop.
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; researching to ensure companies are a good fit; picking out donations of the appropriate amount and nature: money, building a gift basket, contacting companies, keeping track of donations, among other things.
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.
F. Respond to social media messages, comments and tags.
G. Contact and communicate with organizations for Round-it-Up program and obtain marketing materials.
H. Manage suggestions box and relay information to appropriate internal parties.
I. Effectively present publicity statements and various communications to the community, owners, customers, and various outside individuals or organizations.

VI. MAINTAIN ONLINE PRESENCE

A. Manage the Co-op's online presence, including website updates (menu updates, web banners, coffee webpage, round-it-up info and forms), Google Business Profile, social media platforms, and customer-facing digital communications and online form creation.
B. Organize and maintain a database of pictures for use on the website, signs, brochures, and other materials.
C. 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.

D. Maintain social media presence for all active marketing domains through Instagram Stories, Facebook and other social medial platforms.
E. Frequently update coffee menus, coffee of the month, round-it-up, jobs, events, deals, and uploading market messenger.

ESSENTIAL RESPONSIBILITIES OF ALL LEVEL IV EMPLOYEES

A. Workplace Engagement-Brings enthusiasm, energy and contributes to a positive workplace culture.
B. Communication-Communicates clearly and promptly with their customers, team, other departments, and management.
C. Personal & Team Efficiency-Manages competing priorities to ensure work gets done well and promptly for customers. Takes initiative and works as part of a team. Collaborates with coworkers by asking for assistance as needed and providing help as needed.
D. Clean and Orderly Environment/Appearance –Maintains a professional, clean, and orderly appearance. Keeps work areas clean and organized.

OTHER/NON-ESSENTIAL RESPONSIBILITIES

A. Attend and participate in Management Team meetings, as requested.
B. Participate in NCG peer group meetings and report to the General Manager, department managers, and staff as appropriate.

REQUIRED EDUCATION & EXPERIENCE

Associate's degree and 1 year of experience in Marketing, Communications, Graphic Design, or related field, or equivalent professional experience (totaling three years).
Demonstrated knowledge, understanding, and familiarity with various social media platforms
Experience with branding, web design and creating print-ready materials
Working knowledge of Adobe Creative Cloud and Photoshop
Ability to work in a fast-paced environment
Ability to make quick decisions and juggle multiple competing priorities
Basic understanding of digital marketing analytics, such as social media insights and Google Analytics, to track and report on campaign success.

PREFERRED EDUCATION & EXPERIENCE

- Bachelor's degree in Marketing, Communications, Graphic Design, or a related field, and 1–3 years of experience in marketing/communications/graphic desirn, or total equivalent of at least 3-5 years' experience.

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.
- Intermediate to advanced 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.
- Ability to handle tight deadlines and manage new projects as well as those of a seasonal/cyclical nature.
- Ability to handle timelines and work subject to precise measures of quality or quantity.
- Initiative: A tendency to be proactive and take responsibilities you see need to be done.
- Self-Confidence: A tendency to believe in one's work-related capabilities and ability to control one's work-related outcomes.
- Innovation: A tendency to be inventive, to be imaginative, and to adopt new perspectives on ways to accomplish work.
- Adaptability: A tendency to be open to and comfortable with change, new experiences, or ideas.
- Social Orientation: A tendency to seek out, enjoy, and be energized by social interaction.
- Achievement Orientation: A tendency to establish and maintain personally challenging work-related goals, set high work-related standards, and exert high effort toward meeting those goals and standards.
- Dependability: A tendency to be reliable, responsible, and consistent in meeting work-related obligations.

ESSENTIAL SKILLS, ABILITIES AND PHYSICAL REQUIREMENTS

- Ability to maintain concentrated attention for an extended period of time.
- 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 lift, move or handle materials of at least 20 lb, such as promotional signage or event materials, from one place to another.
- Ability to actively listen, giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate.
- Ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.