



Marketing Coordinator

Providence, RI

Part Time, Hourly

Purpose: To promote Ownership and sales through creating and maintaining positive store image internally and externally. Support the mission and the Ends policy of the Co-op. This position reports to the General Manager.

Responsibilities:

I. CUSTOMER SERVICE

- A. Greet customers, smiling and making eye contact. Assist customers with questions, in prompt, friendly, courteous manner, referring them to others when necessary.
- B. Assist other departments as appropriate to ensure the highest possible store operations and customer service.
- C. Handle unplanned situations calmly, smoothly and in alignment with pre established policies.
- D. Ensure the highest level of service possible to our customers and owners.

II. PLANNING

- A. Development of annual marketing plan.
- B. Work with General Manager to develop and implement annual advertising program.

III. MERCHANDISING

- A. Coordinate in-store promotions through newsletter, coupons, and flyers.
- B. Ensure consistency of all promotional materials.
- C. Ensure proper signage throughout the store.

IV. COMMUNITY RELATIONS

- A. Act as liaison with community organizations, as directed by the General Manager.
- B. Oversee coordination of Co-op participation in community events.
- C. Oversee guidelines and written materials for the administration of outreach donations program.

- D. Oversee program of classes on healthy choices, responsible consumption and sustainable living.
- E. Coordinate in-house publications.
- F. Ensure updates to social media, publication of e-news and website.
- G. Ensure staff training in “Co-op 101”.

V. OWNER SERVICES

- A. Organize ownership drives, and develop new materials on ownership as needed.
- B. Ensure attractive, appropriate package of owner benefits.
- C. Coordinate planning for Annual Meeting and other special owner events.
- D. Coordinate production of Co-op newsletter.
- E. Set Ownership goals and work with Front End Manager to ensure staff training.

VI. OTHER

- A. Perform other tasks assigned by General Manager.
- B. Participate in NCG peer group meetings and report to GM regularly.
- C. Attend Leadership Team meetings.
- D. Work with outside vendors for website and printing needs.

Qualifications:

- ❖ Familiarity with co-op principles and enthusiasm for goals of Urban Greens Co-op
- ❖ Several innovative ideas for marketing at the Co-op.
- ❖ Knowledge of current trends in natural foods industry.
- ❖ Ability to project friendly, outgoing personality.
- ❖ Verbal communication skills: good listener, clear instructions.
- ❖ Demonstrated writing and editing skills.
- ❖ Familiarity with Adobe Creative Suite.

At Urban Greens, we're a food co-op that's owned by members of the community and we're always seeking to create an environment that welcomes and represents every individual. That's why we're proud to be an equal opportunity workplace and an affirmative action employer.

Ready to apply? Submit an application at UrbanGreens.com/jobs.