

## **Marketing Coordinator: Outreach**

### **Responsibilities**

*This position works with Marketing Coordinator: Promotions & Branding to facilitate Marketing committee meetings & organize the Marketing budget. This position ensures there is a bottom liner for all Hub marketing events & outreach tasks.*

### **Shared Duties** (with Marketing Coordinator: Promotions & Branding)

- Forward marketing emails to the appropriate bottom-liner or read and respond to marketing emails in a timely manner
- Work with Marketing Coordinator: Promotions & Branding to prepare agendas & facilitate monthly Marketing Committee meetings.
- Prepare marketing reports for the Co-op's monthly all-staff general meeting
- Maintain neat, organized computer files for marketing
- Work with Marketing Committee to strategize annual Hub marketing
- Create a consistent, active voice for The Hub in its media
- Use feedback from Marketing Committee members and O/R committee to create & regularly update highlights on the Hub's main page & social media outlets

### **Individual Duties**

- Facilitate Hub involvement in community events pertinent to the Hub's mission & vision
- Create new Hub-sponsored events to engage the community
- Apprise committee members of upcoming events 3-4 months in advance
- Maintain the Hub's external events calendar
- Maintain the Hub's internal marketing calendar to reflect committee commitments
- Using profit numbers from the previous year, establish marketing budget, double check with financial committee, and split up budget into subgroups
- Maintain yearly Marketing budget, by tracking events, donations & activities
- Support event bottom liners
- Ensure committee members use the Hub event Proposal Template to summarize event participation
- Ensure upcoming events and recent donations are represented on the Hub's website
- Research new ways the Hub can expand media reach
- Maintain blog and social media accounts by managing/sharing account permissions
- Develop & send a proofread, monthly newsletter highlighting upcoming events, sales and other submissions
- Find content appropriate to Hub's mission and values to post on Hub social media regularly
- Respond to messages and requests sent to Hub social media accounts

### **Skills & Qualifications**

- Experience in communication and interpersonal group relations
- Organized and detail oriented
- Ability to prioritize tasks and work independently and efficiently
- Ability to have candid conversations with co-workers and maintain an open and

- respectful environment
- Experience in marketing and outreach
  - Experience with cooperatives
  - Motivated individual
  - Management/supervision experience preferred
  - Self motivated and attention to detail
  - Written communication skills
  - Excellent editing skills
  - Interest in social media
  - Able to commit to Social Media responsibilities during all seasons
  - Event coordinating experience

### **Time Commitment**

- This position is allotted 16 hours weekly, year round
- Expected Full Time (32-40 hours/week), with one weekend shift required weekly; additional hours filled with Sales or Service floor shifts
- Must attend monthly General meetings (2 hours/ea)
- Must organize &/or attend monthly Marketing Committee meetings (2 hours/ea)
- Must attend monthly Finance Committee meetings (2 hours/ea)

### **Compensation**

- Hourly wage starts at \$16.50 - \$18.50/hr, with additional consideration for experience
- PTO, plus the flexibility to request additional unpaid time off
- Employee discounts on bike and product purchases
- Paid parental leave available after 1250 hours worked
- Option to apply to become a Worker-Owner after 1000 hours worked, which includes paid health insurance and annual patronage dividends