

## **Marketing Coordinator: Promotions & Branding**

### **Responsibilities**

*This position manages the Hub's website; and in-store branding, signing, & merchandising. This position works with Marketing Coordinator: Outreach to facilitate Marketing committee meetings & organize the Marketing budget. This position works with the buyers of each location/speciality to bottom line effective store merchandising.*

### **Shared Duties** (with Marketing Coordinator: Outreach & Events)

- Forward marketing emails to the appropriate bottom-liner or read and respond to marketing emails in a timely manner
- Work with Marketing Coordinator: Outreach & Events 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**

- Work with Front End, O/R, & Marketing to prepare for all sales/promotional events
- Work with O/R to promote upcoming sales
- Work with buyers & Front End Coordinators of each location to plan, organize, and set up the brand/product display of all merchandise
- Plan, install, and maintain window, web, and in-store displays according to the season
- Bottomline the creation of special promotional and seasonal sales displays
- Bottomline seasonal hours for in-store signage and online updates
- Create a consistent, active voice for the Hub in its media with 5x weekly updates
- Use feedback from Marketing Committee members and O/R committee to create & regularly update highlights and content on the Hub's website & social media outlets
- Coordinate with O/R regarding product & brand signage
- Merchandise product in ways that balance product accessibility with loss prevention
- Work with Front End Coordinator and FE staff to identify potential theft target areas
- Maintain a clean, accessible aesthetic of all current product being displayed
- Maintain a yearly budget for promotional materials and props
- Communicate bi-annually with Bike Buyers to work out changes in bike line and pricing for the Spring and Fall.
- Analyze Hub's website needs, investigate new options, propose changes, and implement approved plans
- Maintain good communication with IT steward to work out strategies for web issues and come up with recommendations for web developer
- Update product on the website when O/R committee members alert them to changes that have occurred in inventory
- Bottom line the creation of print and virtual/web media for advertisements, sales

promotions, events, etc.

- Understands and practices sustainability and fiscal responsibility in display creation

### **Skills & Qualifications**

- Ability to create aesthetically pleasing displays that excite customers about our products
- Ability to communicate clearly with co-workers- written and verbal
- Organized and detail oriented
- Can create timelines and detailed plans
- Demonstrates creativity
- Ability to prioritize tasks
- Work independently and efficiently
- Ability to set deadlines and follow through with them
- Ability to use Adobe Suite (including Illustrator or Photoshop) to create advertisements and proper signage for products and seasonal sales, and other promotional events.
- Ability to maintain a budget that is straightforward and transparent
- Willingness to expand one's knowledge base about the role by attending seminars, researching, etc.

### **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)
- Must attend monthly O/R 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