

Marketing/Outreach Coordinator

Purpose: To maintain an active presence on all social media platforms. To produce the weekly Community Market worker newsletter. To generate appropriately branded market signage, event flyers, external and internal promotional materials as needed. To assist with on-site and off-site events.

Status: Reports to Marketing Director

Wage Tier: Tier 3

- **Responsibilities:**

- Produce weekly staff newsletter - the Worker Bee
- Assist with on-site and off-site events
- Create appropriately branded Community Market signage as requested
- Audit, update and assist with maintaining CM website content
- Develop print ads as needed
- Ensure sales flyers are printed and stocked at both store locations
- Ensure brand/signage consistency between locations
- Create and maintain an active schedule of posts for each Social Media platform
- Maintain content on CM's Google profiles
- Post relevant and appropriate content across all Social Media platforms
- Monitor CM Marketing and Events Calendar and create corresponding SM posts
- Work with Marketing Director to plan relevant seasonal posts
- Increase the number of subscribers to CM mailing list
- Work with the Demo Coordinator to create and schedule posts for demos

- **Qualifications:**

- Thorough knowledge and comprehension of CM branding
- Knowledge about natural foods and health products, sustainability, social and environmental issues
- Proficient with graphics programs (Photoshop, Adobe Illustrator, InDesign)
- Proficient with Wix, MailChimp platforms
- Proficient with FB, InstaGram, Twitter, Google platforms
- Ability to prioritize; well organized
- Creative flair
- Good verbal and written communication skills
- Accurate grammar, punctuation and spelling
- Ability to focus and meet deadlines
- Flexible schedule - available some evenings and weekends

- Excellent customer service
- Friendly, outgoing, and approachable
- Professional demeanor
- Follows through on commitments
- Self-motivated, able to work independently
- Exceptional attention to detail
- Able to work offsite and both CM locations
- Valid driver's license