

MARIPOSA FOOD CO-OP MARKETING & COMMUNICATIONS DEPARTMENT



POSITION TITLE.....MARKETING & COMMUNICATIONS COORDINATOR

SALARY & BENEFITS.....LEVEL 4 \$17-\$20/HOUR D.O.E., PAID TIME OFF; FULL BENEFITS ELIGIBILITY; 20% STORE DISCOUNT

HOURS.....FULL TIME (35-40 HOURS WEEKLY), MONDAY-FRIDAY; FLEXIBILITY NEEDED FOR OCCASIONAL EVENING OR WEEKEND EVENTS

Job Summary: The Marketing & Communications Coordinator is responsible for overseeing the creation, design and production of all media used to promote and/or communicate about Mariposa Food Co-op. This position defines and monitors the implementation of Mariposa's standards for all printed, promotional and/or public relations materials; for Mariposa's online presence; and for the implementation of Mariposa's branding in all contexts. In collaboration with the General Manager, the Marketing & Communications Coordinator sets and strategically manages an annual marketing budget to help the co-op achieve its community outreach and sales goals. The Marketing & Communications Coordinator works closely with the IT & POS Specialist, the Member-Owner Coordinator, store Department Managers and Buyers, and--on occasion-- the HR Manager. This position reports directly to the General Manager.

RESPONSIBILITIES

Social Media

1. Publicize co-op deals, events, community-focused donation drives/campaigns, and relevant news on social media platforms including Facebook, Twitter, and Instagram; stay current with the trends of multiple platforms; use analytics to evaluate efficacy of content; produce automated content to ensure that Mariposa has a consistently engaging presence on social media.
2. Responsible for administration and upkeep of co-op's page on social media platforms; exercise admin privileges to resolve or minimize inappropriate communications on the co-op's pages.

Website Maintenance

1. Update content of website as needed to ensure that all information is current, accurate and useful to visitors; ensure that all changes to basic information is highly visible on all parts of the site.
2. Post new blog entries regarding new products, community partnerships, co-op events, recipes, etc. to provide a variety of ways for shoppers to stay engaged with the co-op.

Branding and Signage

1. Ensure that all graphic and/or print materials use Mariposa's fonts, colors, logos, and overall graphic identity.
2. Ensure that all signage is accurate, current, and in alignment with established procedures and visual expectations.

Community Relations & Outreach

1. Work with Mariposa's Education & Outreach Committee to support their marketing and communication needs.
2. Ensure that Mariposa's social media presence amplifies the co-op's commitment to anti-oppression, anti-racism, food justice, economic & environmental sustainability, and the development of more co-ops.
3. Use the promotional calendars of local and national cooperative associations such as NCG to schedule appealing and effective e-blasts regarding deals and sales; create additional e-blast content regarding new vendors, products, co-op events, and relevant community news; distribute to members and other lists; use analytics to monitor level of engagement with e-blast and make data-informed decisions.
4. Participate in the planning and execution of external co-op events such as but not limited to the Baltimore Avenue Dollar Stroll.
5. Build and strengthen mutually beneficial partnerships with local businesses and organizations.

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6. Support the Member-Owner Services Coordinator by producing new print materials as needed and ensuring the availability of appropriate materials for Membership Meetings and other member-oriented events.

Promotion of Products and Sales

1. Work with Grocery Manager/NCG Promo Liaison to implement NCG-sponsored promotions.
2. Work with Buyers and Department Managers to identify and develop product promotions that will increase sales and appeal to our community; communicate with Buyers and Managers about ideas gathered from the social media content of other co-ops, vendors, and other relevant industries in order to generate unique and enticing promotions ideas.

Internal Communications Support & Cooperation

1. Make Mariposa's brand components (fonts, color palette, logos, images) accessible to all staff responsible who create printed or posted material for internal distribution. Support staff in learning how to use these tools in a consistent manner; support staff in the formatting and production of larger projects such as department manuals, handbooks, etc. as needed.
2. Communicate effectively and consistently with staff regarding the language and phrasing that the co-op uses; solicit and receive critical feedback regarding language decisions that will substantially impact the way staff do their jobs.
3. Collaborate with store operations staff, especially the Front End, to ensure that all printed materials in circulation are accurate and effective; work together with Front End Managers and other leadership staff to identify communications-based solutions to in-store customer service needs when appropriate.
4. Work closely with Member-Owner Services Coordinator, IT & POS Specialist, General Manager, Department Managers, Education & Outreach Committee; work with Board of Delegates, HR Manager, and other co-op Committees as needed.

MINIMUM REQUIRED QUALIFICATIONS, SKILLS, AND ABILITIES

1. A 4 year degree or comparable coursework in Communications, Marketing, Design, English, Journalism, or similar; a combination of relevant education, portfolio, and extensive professional experience may be considered in lieu of a 4 year degree.
2. 2 years minimum (5+ strongly preferred) of professional experience in a position with the primary functions of marketing, communication, and/or design, ideally within a retail or community focused business or organization.
3. 2+ years experience managing multiple social media platforms to promote a business and its values in a consistent and effective manner.
4. 2+ years experience managing websites tailored to retail consumers.
5. 2+ years experience managing a marketing or advertising budget.
6. Extremely tech savvy and up-to-date with all social media platforms; demonstrated inclination to continuously learn and engage with new social media trends and platforms.
7. Demonstrated use and fluent knowledge of: Microsoft Office, Gmail, Google Drive, Google Analytics, Adobe Suite, Mailchimp, and SquareSpace; ability and eagerness to learn and use new programs.
8. Broad and deep knowledge of Philadelphia's journalism, publicity, and advertising outlets; social justice and food justice networks; the city's diverse food, wellness, and sustainable lifestyle scenes. First hand knowledge of Mariposa's local community a significant plus!
9. Strong organizational skills and ability to prioritize time-sensitive tasks.
10. Ability to write and generate content with a consistent "voice."
11. Excellent interpersonal and communications skills; listens openly to others; can explain complicated ideas in a variety of ways.

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12. Demonstrated personal alignment with Mariposa's commitment to social justice and community food access.
13. Ability to focus in an friendly but productive office environment alongside 5-8 other people is a must.

ADDITIONAL EXPERIENCE, SKILLS & ABILITIES

1. Knowledge and/or experience with co-operative business models
2. Previous experience working in a highly participatory democratic workplace.
3. Experience working with member-supported businesses or group investment models.
4. Knowledge of or experience with regional food co-ops and/or regional natural foods supply chains.
5. Ability to create clear and visually appealing signage by hand is a plus!

PHYSICAL REQUIREMENTS

1. Fine motor skills required to operate computers, printers, scanners, and other office equipment.
2. Extended periods of sitting and computer usage are required daily.
3. Due to the structure of the facility, must be able to climb stairs multiple times per day.
4. Adjustable focus vision (with or without glasses) for reading detailed pricing information on screens or paper is a must. Ability to look at a computer screen for a large portion of the day.
5. Must be able to lift up to 30 pounds as needed for organizing office files and equipment.

To APPLY:

To be considered for this position, please email as attachments your resume, cover letter, and portfolio to hiring [at] mariposa [dot] coop with "Marketing & Communications Coordinator" as the subject line. The formatting and presentation of these materials will be considered in addition to their content because of their relevance to this position. Please compress the contents of your portfolio and attach it to your email along with the other two materials. Your portfolio should consist of no more than 10 files from the last 5 years of your career. Specifically, it should include at least 2 pieces of promotional writing, at least 2 pieces demonstrating your graphic design abilities, and at least 2 pieces demonstrating your website design skills. Please include in your resume any Facebook, Twitter, or Instagram accounts (personal or professional) that you currently manage, if desired.

Applications will be accepted on a rolling basis until this position is filled. Ideally this position will start by January 20th. Interviews will be scheduled ASAP with the most well-qualified applicants.

Direct inquiries via phone call or in person are NOT welcome at this time.

Mariposa Food Co-op is an Equal Opportunity Employer and strives to provide a safer space for all of its employees. We are culturally and racially diverse and are located in one of the most diverse parts of Philadelphia. LGBTQIA+ inclusive! All are welcome.

This description is a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description. Other duties, as assigned, might be part of the job.