



Marketing & Outreach Coordinator

Exempt Non-Exempt

Department: Administration

Compensation Grade: Level 5

Job Summary:

Promote and support the Ukiah Natural Foods vision and mission. Always provide excellent customer service and handle as a first priority. Support and promote the store's marketing, branding, and outreach programs in relation to the mission and vision.

Reports to:

Marketing & Outreach Manager

Essential Functions:

1. Provide excellent customer service:

- Be available for customer service when working on the retail floor.
- Learn general product locations to find products for customers throughout the store.
- Refer customers to the appropriate employee to provide product information.
- Answer phones when necessary.

2. Marketing:

- Create marketing collateral, as needed. May include sales and events posters, bag stuffers, taking photos, preparing tickets, educational materials, welcome packets, stickers, etc.
- Assist with creating newsletter, providing content for classes, update member-to-member, concerts and special events
- Create monthly staff newsletter
- Update and maintain WordPress website
- Organize and coordinate Give Back to Schools Week fundraiser, and other initiatives
- Format and publish twice monthly NCGA Co-op Deals sales flyer
- Write and distribute press releases for events, classes, etc.
- Insure that marketing collateral, educational materials, NCGA brochures are ordered and all that info racks in store are well-stocked
- Maintain marketing office supplies, i.e. ink jets cartridges, poster paper and general office supplies
- Manage e-newsletters, including soliciting names and sending out newsletters twice monthly

3. Outreach:

- Assist Marketing and outreach Manager as requested
- Prepare monthly Staff Calendar and Google Web Calendar
- Assist with Co-op community classes, including arrangements with teachers, room rentals, meeting room prep, ticket sales, and supplies, as well as staffing classes

- Arrange and plan outreach to schools and community groups to make presentations about natural foods, sustainability and co-ops
- Assist with Co-op events, including preparation, and set-up and take-down
- Update social media and website, as requested

4. Expectations:

- Attendance – Arrive promptly for all scheduled shifts. Pre-authorize any tardiness or absences with your manager.
- Professionalism – Dress and manners are appropriate for a professional retail environment and within Ukiah Natural Foods policies.
- Volume of Work – Demonstrate strong work ethics and optimum performance. Utilize time management and organizational skills.
- Quality of Work – Produce work with neatness, accuracy, thoroughness, attention to detail and general effectiveness.
- Focus – Work by prioritizing multi-tasks and maintaining focus on the duty-at-hand. Remain aware at all times of other store, customer and staff needs. Always be friendly but focus conversations on work topics.
- Initiative – Demonstrate resourcefulness, use ingenuity, and be proactive in getting things done while maintaining a productive pace.
- Dependability – Carry out instructions and fulfill responsibilities. Follow through on set plans and goals.
- Customer Service – Greet all customers, employees and vendors warmly and make eye contact. Perform all customer service at or beyond the expectations stated in the Ukiah Natural Foods customer service policy.
- Teamwork and Systems – Work as a team player by cooperating with all staff and management while demonstrating constructive interaction and communication, as well as positive behavior. Follow all department and store policies and procedures. Provide and be open to receiving useful feedback. Generate ideas and systems to improve Ukiah Natural Foods.
- Sanitation, Safety & Security – Work safely at all times. Be proactive in maintaining and managing cleanliness and safety storewide. Adhere to all Ukiah Natural Foods safety and security policies.
- Flexibility – ability to adapt schedule to UNF business needs.

Responsibility and Authority:

Equipment:	Responsible for the care and operation of standard office equipment and equipment that is taken off-site.
Financial:	N/A
Internal and External Business Contacts:	Responsible for maintaining good customer relations.
Supervisory:	N/A

Qualifications :

To perform this job successfully, the individual must be able to perform each essential duty and responsibility in a safe and satisfactory manner, and the individual must be punctual and have a good attendance record and have reliable means of transportation to work. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Knowledge and Skills

Minimum Education:

N/A

Minimum Experience:

- Proficient in Adobe Creative Suite.
- Employee must have and maintain a current California Driver's License and insurance.

Required Availability:

- Flexibility to adapt schedule to UNF business needs.
- Regular hours will be Monday through Friday 8:30am to 5:00pm with some variances for evening or weekend events.

Language Skills:

- Possess strong written and verbal communication skills, including public speaking.
- Write reports, training materials, documents, etc. in English.
- Ability to speak effectively and extend excellent customer service customers, staff, vendors, and community members.

Computer Skills:

- Sufficient computer skills that will allow use, in a proficient manner, all company-issued software programs, including but not limited to Microsoft Office programs.
- Able to accurately type a minimum of 40 words per minute.

Reasoning Ability:

- Ability to operate independently with minimal supervision and to determine own work priorities within departmental guidelines.
- Demonstrate objectivity, neutrality, and calmness under pressure.
- Possess good organizational skills and attention to detail.
- Ability to handle multiple demands.

Desirable Skills:

- Enthusiasm for natural foods and products.
- Basic Spanish speaking or comprehension.
- Social media.
- Interest in design trends.

Physical Job Description

Typical Working Conditions:

Usually within a shared office space, but will, from time to time, perform duties in the training room or on the retail floor spaces. This position may require prolonged periods of sitting and computer keyboard use. The space is air-conditioned, but fluctuations may occur because of change in outside temperatures. Occasionally there will be work outside the store in a variety of conditions from other building sites to outdoors (street fair) settings, which may involve exposure to summer heat and/or winter cold conditions.

Equipment Used:

Generally, this position operates from within an office using a computer and phone although, it may require attending monthly department or annual staff meetings or presenting training classes which may use presentation equipment, such as a laptop computer, projector, screen and occasionally a microphone. Occasionally this position may need to use additional office equipment such as fax machine, shredder, laminator, and copier.

Essential Physical Tasks:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must be able to sit for prolonged periods of time and extended keyboard use and reading of computer screen. The employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. Then employee must regularly lift and/or move up to 10 pounds with an occasional need to lift and/or move 30 pounds or more. There may be a rare or occasional need to stoop, kneel, crouch, or crawl. This position requires the rare need to drive and employee must maintain a current California Driver's License and insurance. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Analysis of Physical Demands:

ACTIVITY (Hours per day)	NEVER 0 hours	OCCASIONALLY Up to 3 hours	FREQUENTLY 3-6 hours	CONSTANTLY 6-8+ hours
Sitting	X		X	
Walking			X	
Standing			X	
Bending (neck)				X
Bending (waist)			X	
Squatting		X		
Climbing		X		
Kneeling		X		
Crawling		X		
Twisting (neck)				X
Twisting (waist)				X
Hand Use: Dominant hand ---Right				X
---Left				X
Is repetitive use of hand required?				X
Simple Grasping (right hand)				X
Simple Grasping (left hand)				X
Power Grasping (right hand)		X		
Power Grasping (left hand)		X		
Fine Manipulation (right hand)				X
Fine Manipulation (left hand)				X
Pushing & Pulling (right hand)			X	
Pushing & Pulling (left hand)			X	
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Keyboarding with both hands				X
LIFTING				
0 - 10 lbs.				X
11 - 25 lbs.		X		
26 - 50 lbs.		X		
51 - 75 lbs.	X			
76 - 100 lbs.	X			
100+ lbs.	X			
CARRYING				
0 - 10 lbs.				X
11 - 25 lbs.		X		
26 - 50 lbs.		X		
51 - 75 lbs.	X			
76 - 100 lbs.	X			
100+ lbs.	X			
Describe the heaviest item required to carry and the distance to be carried: 25 – 30 lbs during special events in order to set-up or take-down equipment/supplies.				