

## Job Description: Social Media and Event Coordinator

**Objective:** To conduct the marketing and promotional activities of the People's Food Co-op and its multiple retail locations through managing and monitoring the online PFC community through multiple social media outlets as well as planning and executing events internally and externally.

**Status:** Full time, salaried position.

Reports to: Marketing Director.

Direct reports: Marketing Intern.

Location: La Crosse.

### Responsibilities:

Excellence in customer service is our primary goal. No other task should ever come before serving our customers.

#### I. Customer Service

- a. Make 'going the extra mile' the standard – do everything in your power to make our shoppers leave happy and with the products and information they were seeking.
- b. Approach daily work and customer service with a sense of urgency.
- c. Provide top quality customer service with internal and external customers, including staff, board members, vendors, shoppers and general public.
- d. Show responsiveness during in-person, phone and electronic communications, prioritizing work according to critical business needs.
- e. Represent the PFC brand in the store and at events.
- f. Exhibit professionalism and positivity in attitude toward internal and external customers.

#### II. Social Media

- a. Develop campaign/content calendar based off internal promotions and events calendar and post accordingly.
- b. Engage with owners and customers, respond to inquiries, and build brand advocates for PFC.
- c. Monitor social metrics and present to Marketing Director.
- d. Partner with team members to develop online messaging that provides relevant content and ensures a consistent voice.
- e. Represent and protect the PFC brand professionally in our online communities.

#### III. Classes and Events for Rochester

- a. Develop standards and process for PFC sponsored classes, events, and in-store demos.
- b. Communicate with marketing team to promote classes, events, and in-store demos across multiple platforms.
- c. Maintain a professional working relationship with vendors and venues.
- d. Assist in the development of the bi-monthly content for the Shopper and staff newsletters.
- e. Participate in Co-op community and outreach events, as directed by Marketing Director (i.e.: local events, student health fairs, local media outlets, etc.).

#### IV. Personnel

- a. Direct Marketing Intern on the process for coordinating and executing PFC sponsored classes, events, and in-store demos.
- b. Arrange for coverage for PFC Rochester sponsored classes, events, and in-store demos.
- c. Take corrective counseling measures/or disciplinary action as needed for direct report, according to established personnel policies.

#### V. Perform other tasks assigned by the Marketing Director.

### Qualifications

A degree in marketing, digital marketing, communications, or related field.

A strong understanding of social platforms, algorithms, trends, and analytic tools.

Knowledge of basic graphic design principles and experience using Adobe InDesign and Adobe Photoshop.

Experience working within brand standards.

Excellent verbal and written communication and listening skills.

Strong interpersonal skills including experience building and maintaining relationships with a diverse network of individuals and organizations

Ability to absorb and retain information quickly.

Highly self-motivated and directed, with a strong attention to detail.

Ability to work well with others in a cooperative environment where teamwork and communication is essential.

A valid driver's license and ability to lift up to 50 lbs.

Flexible work schedule that accommodates evening or weekend obligations.

Demonstrated ability to prioritize, execute, and follow through on commitments.

Revised 4/2019