

## **Job Description: Owner Services & Outreach Manager for La Crosse**

**Objective:** To coordinate services to PFC ownership; organizing owner recruitment, community education, and involvement activities. To integrate owners into the marketing activities of the cooperative.

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

Member of: La Crosse Management Team

Reports to: Director of Marketing

Department Teams include: Marketing Specialist, Social Media and Event Coordinator, Store Managers

### **Responsibilities:**

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

#### **I. Customer Service**

- a. Ensure consistent, fair, and respectful customer service to internal and external customers, including staff, board members, vendors, shoppers, and outside stakeholders.
- b. Approach daily work and customer service with a sense of urgency.
- c. Prioritize work according to critical business needs and be responsive to in-person, phone, and electronic communications.
- d. Show responsiveness during in-person, phone and electronic communications, prioritizing work according to critical business needs.
- e. Represent the PFC brand and communicate ownership.
- f. Exhibit professionalism and positivity in attitude toward internal and external customers.

#### **II. Owner Services**

- a. *Owner Recruitment*
  - i. Plan, organize, and direct annual ownership drives.
  - ii. Create an ownership training program for all staff to ensure confidence when engaging with shoppers in the stores. Orient new co-op staff in cooperative principles, history, and structure.
  - iii. Prepare and update ownership literature in collaboration with the Marketing Team.
- b. *Owner Events*
  - i. Plan, organize, and execute annual owner events in collaboration with Board of Directors, Marketing Team and Store Managers.
  - ii. Work with Marketing Team to integrate ownership programs with promotional events and co-op wide marketing.
  - iii. Communicate upcoming owner events, activities, and specials with staff.
- c. *Owner Services Administration*
  - i. Work with Finance, IT, Front End, and Marketing to ensure accurate ownership database.
  - ii. Monitor owner activity and patronage and share with Director of Marketing and CEO.

#### **III. Outreach & Education**

- a. Teach the non-owner community about the value of co-op ownership.
- b. Represent the cooperative in professional and engaging manner in all communication with owners and the general public.
- c. Participate in planning editorial content for the quarterly co-op Shopper by providing upcoming owner events and activities, classes, and outreach events.
- d. Conduct store tours and presentations for community groups, schools, owners and others as requested.
- e. Represent PFC at health fairs, off-site educational presentations and events.
- f. Coordinate community room schedule, including but not limited to:
  - i. Accept/ deny community room use requests. Maintain an electronic calendar with all internal and external use.
- g. Plan, coordinate and/or lead cooperative sponsored classes
  1. Cooking class programs.

2. Gardening programs.
  3. Wellness programs.
  4. Food issues programming including vendor presentations.
  5. Propose other events for approval by Director of Marketing.
- h. Oversee development and coordinate promotion and events planning for the PFCCF (People's Food Co-op Community Fund).
- IV. Product promotion**
- a. Create engaging product promotion experiences within budget.
  - b. Manage demo coordinator and schedule minimum of 4 weekly demos.
  - c. Direct demo coordinator in the planning, execution of in-store demos in alignment with the promotional calendar.
- V. Budgeting and Planning**
- a. Attend management team meetings.
  - b. Track owner services, classes, promotion and events expenses and adhere to annual budget.
  - c. Manage budgets for owner drive and other ownership events.
- VI. Perform other tasks assigned by the Director of Marketing.**

**Qualifications**

- Strong understanding of cooperatives, co-op history, food and ag issues and the interest and ability to remain abreast of changes, news and issues regarding the above.
- 2 years relevant experience (relevant degree preferred).
- Ability to handle, present, and cook items from all departments.
- Knowledge and experience in Equity, Diversity, and Inclusion frameworks and ability to relate to diverse professional cultural and social perspectives.
- Excellent comfort and skill level regarding public speaking.
- Ability to work as a member of a team – seeking input and advice and offering support to others.
- Strong organizational skills and keen attention to detail.
- Ability to plan, develop, and implement programs within budgetary limitations.
- Ability to work within established parameters and to ask questions as appropriate.
- Strong communication and listening skills.
- Professional, collegial and engaging.
- Regular, predictable attendance.
- Schedule availability that consistently includes evenings and weekends and regular travel.
- Access to reliable transportation.
- Demonstrated ability to follow through on commitments.

**Physical Job Requirements**

- Ability to use computer keyboard, mouse, telephone, and various office equipment continuously.
- Ability to lift and carry up to 20 pounds safely with or without reasonable accommodation.
- Ability to sit, stand, walk for long periods of time.
- Ability to bend, stoop, squat, kneel, climb stairs or ladder occasionally.
- Ability to reach above shoulder height occasionally.
- Fine motor requirements (e.g., color vision for graphic design).
- Ability to work shifts outside of normal store hours as needed.