

Social Media Coordinator / Marketing Assistant

Job Description: Our co-op is looking for a dynamic, creative and digital savvy Social Media Coordinator / Marketing Assistant to join our team. Do you love social media? Can you write a great headline? Do you consume digital content with a voracious appetite? The ideal candidate is obsessed with social media, understands how great brands and publishers stand out in feeds and knows how to create engaging posts that drive results.

Status:

Full time – Hourly (30-40 hours)

Responsibilities: ☒☒☒

I. Content Creation/Management:

- A. Administrate the creation and publishing of relevant, original, high-quality content.
- B. Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- C. Create a regular publishing schedule.
- D. Generate, edit, publish and share daily content (original text, images, video or HTML) that tells a story, builds meaningful connections and encourages a call to action.
- E. Promote content through social advertising.
- F. Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- G. Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.

II. Website:

- A. Publishing content, maintaining continuity of themes, designing layout, streamlining navigation and increasing online presence to potential customers.
- B. Monitors web traffic, performance and capacity to identify, prevent and resolve issues.
- C. Ensure all material is up to date and relevant

III. Assist with Event Planning:

- A. Annual Owners Meeting
- B. Owner Appreciation Weekends
- C. P6 Appreciation Dinner
- D. Tour de Farms
- E. Meet Your Farmer Dinner
- F. Owner-Board Dinners
- G. Any other events as needed

IV. Newsletter:

- A. Monthly Newsletter Publication—as overseen by the Marketing Director
 - Serve as Editor, edit content
 - Solicit external advertisers for newsletter (to offset cost of publication)
 - Bills for advertising in the newsletter

- Contribute articles to each newsletter

VI. Other:

- A. Coordinate, maintain, and continuously develop the Neighbors Serving Neighbors program.
- B. Contribute blogs for the website as well as write supplemental blogs for weeks with less participation.
- C. Schedules artists, artist receptions, and manages art sales for the Gallery Café.
- D. Any other tasks as assigned by the Marketing Director.

Qualifications:

- Excellent communication and written skills required.
- Experience in digital marketing/and or photography preferred.
- Ability to work well with others in a cooperative environment.
- Background knowledge and experience with co-operative business model.
- Experience in retail store environment, with knowledge of operations.
- Knowledge of natural foods industry preferred.
- Commitment to superior customer service.
- Regular predictable attendance.