

Neighborhood Co-op Grocery
BRANDING MANAGER JOB DESCRIPTION

PURPOSE: To promote the Co-op, both in-store and in the community, as a healthy, attractive, vibrant community hub.

STATUS: Reports to General Manager
Supervises: Communication Coordinator

RESPONSIBILITIES:

I. LEADERSHIP

- A. Serve as a member of the senior management team, providing support to the GM and other management team members in order to meet the organization's goals.
- B. Commit to all leadership standards for conduct, communication and professionalism.
- C. Seek solutions that maintain the business's best interests.
- D. Provide effective leadership for the branding team that fosters excellent communication and effective support for the co-op in order to achieve organizational goals.
- E. Create and monitor appropriate team goals and strong planning processes that ensure the co-op has strong brand guidelines to serve the annual and long-term needs of the co-op.
- F. Coordinate development of an annual branding plan for the organization based on the annual strategic priorities, internally and externally.

II. MARKETING & ADVERTISING

- A. Ensure effective ad content that has a consistent "look" that adheres to branding guidelines and annual priorities. Work with advertising and print agencies as needed.
- B. Ensure the co-op maintains effective style guide to help govern brand consistency.
- C. Administer promotions budget.
- D. Conduct customer surveys as assigned by management.

III. PROMOTIONS

- A. Coordinate regular store promotional meetings to ensure appropriate strategies are used in external and internal branding that support the overall annual branding plan.
- B. Create and maintain promotional calendar that utilizes themes from NCG as well as local events to leverage effective promotional planning for in-store promotions tied to appropriate print and electronic media.
- C. Establish product demo standards and ensure all departments can execute demos easily and effectively in order to support the sales goals of the departments.
- D. Coordinate advertising and other publicity for promotions. Ensure that the production of all branding materials, (specials flyers, coupons, recipes, nutrition information), whether produced by manager or Communication Coordinator, support the image and annual branding goals.
- E. Inform staff through established communication channels of promotions and other upcoming promotional events.
- F. Create a style guide and standards for all signage and publications.

IV. GRAPHIC DESIGN

- A. Serve as in-house graphic designer responsible for designing and generating signs or electronic content according to brand goals, standards and according to production plan for the Marketing Team.
- B. Follow established procedures for posting, placement, size, color, time allotment and information required for all signs.
- C. High understanding of retail standards and promotions.
- D. Work with department managers on large branding projects or initiatives as needed.
- E. Stay current on design trends and able to create and produce: publications, brochures, posters, digital promotions, web design, email communications, and various print and digital needs.

V. COMMUNITY RELATIONSHIPS –

- A. Ensure owners' engagement strategies and initiatives are created according to guidelines and foster success toward specific goals.
- B. Work with staff to ensure owner accounts and mailing list data can be maintained accurately.
- C. Continually evaluate which community events and initiatives the co-op should participate in and/or take leadership role in.
- D. Able to fundraise and work with non profits
- E. Ensure external initiatives directly support the co-op and the image goals of the store itself.

VI. PERSONNEL—Supervise all Branding Department Team members.

- A. Hire qualified applicants following established policy.
- B. Ensure on-the-job training.
- C. Conduct effective performance evaluations.
- D. Recommend pay raises within department payroll allocation.
- E. Take disciplinary action as needed following established policies.
- F. Schedule hours for staff within department payroll allocation.
- G. Organize regular and effective meetings of branding team.

VII. OTHER RESPONSIBILITIES

- A. Attend Store Management Team meetings.
- B. Perform other tasks assigned by General Manager.

QUALIFICATIONS

- Significant experience with marketing strategies and processes.
- Ability to create, administer and work with budgets.
- Familiarity with natural foods.
- Well-developed communication skills.
- Ability to create and implement plans from first creative idea through to implementation.
- Experience in a leadership role with demonstrated success in that role.
- Artistic skill and expertise
- Proficient in Adobe design software, Microsoft office, and in general computer operations
- Experience with Google Business
- Ability to design and make signs quickly
- Demonstrated writing and editing skills.
- Ability to handle multiple demands.
- Ability to work effectively independently and collaboratively with teams.
- Ability to prioritize tasks appropriately in a fast-paced busy work environment.