

First Alternative Position Description

Title: Marketing Assistant II (Temporary position) Wage Scale: FLSA Status: Non-exempt Supervisor: Marketing Manager	Department: Marketing New Position: X Existing Position:
	Effective Date: February 2012 Approved by: <i>Cindee Lolik</i> Date: 2/9/12

Position Summary: The Marketing Assistant II is responsible for the production of the monthly Thymes newspaper and all external advertising. This position works with the Marketing Manager to ensure First Alternative is represented accurately and positively in all communications with the public.

MINIMUM QUALIFICATIONS AND EXPERIENCE:

EDUCATION:

2 years Graphic design class work or equivalent experience, preferred.
Art degree or equivalent experience.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent oral and written communication skills, including proofreading skills.
- Graphic art experience including design and layout experience.
- Excellent communication skills including verbal and written instructions and active listening.
- Demonstrated ability to function in a transitional organization, as a productive participant in the decision making process.
- Understanding of and a commitment to First Alternative marketing and merchandising strategies.
- Familiarity with natural foods and basic cooperative philosophies, preferred.
- Graphic design computer application skills required; including Word, Excel, In Design and Photoshop.
- Ability to schedule and organize work so as to meet tight deadlines.
- Flexibility, dependability, and resourcefulness are desired traits.
- Must be able to work with minimal supervision.
- Must possess excellent team skills.
- Willingness and ability to grow to meet the changing requirements of the job.

ESSENTIAL FUNCTIONS:

Marketing

- Coordinate marketing strategies for the store including:
 - Special events related to marketing.
 - Design promotional materials, as requested.
 - Design print ads - design appropriate ads for the season or current events, schedule and submit ads to advertisers in a timely manner.
 - Coordinate television and radio advertising, as applicable.
 - Generate and implement new ideas for increased sales.
- Assist with sign making, as requested by various departments, using pre-made templates when possible and adhering to our brand standards and guidelines.
- Work closely with produce department to advertise weekly specials.

Thymes newspaper

- In coordination with other team members and the Marketing Manager, responsible for the timely production of the Co-op Thymes.
- Layout, design and edit the publication, with oversight of content from supervisor.
- Communicate and correspond with current and potential advertisers, as assigned, including designing ads and monthly billing.
- Create or type text for publication such as events for the calendar, letters to the editor, etc.
- Obtain copy (such as Buyers' Briefs, Specials information, Staff Spotlight...) from staff and other contributors by the deadline.

Public Relations

- Maintain relationships with media contacts and printers.
- Ensure First Alternative is represented positively and accurately in communications to the public.
- Assist with coordination of Local First Breakfasts, as requested.

In-Store Special Events and Promotions

- Assist the entire marketing team to organize special events, such as food fairs, community demos and in-store celebrations.
- Attend these events and help provide marketing leadership in order to assist staff, as assigned.
- Create coupons in coordination with Front End and IT departments for successful promotion, ensuring that budget is adhered to.

Assisting Management

- Maintain department equipment in working order. Notify Supervisor and Store Manager of equipment repair or replacement needs.
- Maintain a clear line of communication with all departments.
- Stay current with industry trends.

Customer Service

- When working on the operational floor, greet customers in a friendly and helpful manner.
- Take the initiative to increase knowledge of the store's services.
- Respond to owner or affiliate program inquiries in a timely and professional manner.
- Adhere to First Alternative's Customer Service standards
- Follow the 3 and 5 steps to delivering excellent customer service to customers and co-workers alike.
- Follow the 10/4 rule when on the operational floor.

Team Work

- Communicate and coordinate with other departments when implementing changes.
- Respect the common work-space (e.g. keeping desk space organized, computer files and computer work stations, annex storage areas, suggesting improvements, etc).
- Provide constructive feedback to supervisor, co-workers and peers.
- Maintain a pleasant, helpful relationship with co-workers and contribute to a positive work environment.
- Attend and contribute to department meetings.

Other Duties And Responsibilities

- Maintain a safe work environment (e.g. address hazards, reduce clutter, take preventative measures).
- Attend mandatory trainings and meetings.
- Perform other tasks as assigned by Supervisor or Person-In-Charge.
- Follow policies and procedures of First Alternative Co-op.

Physical Demand

The physical effort typically applied in this job includes (all applicable boxes are checked):

- | | | | |
|--|---|--|---|
| <input checked="" type="checkbox"/> Lifting | <input checked="" type="checkbox"/> Pulling | <input checked="" type="checkbox"/> Reaching | <input type="checkbox"/> Climbing |
| <input checked="" type="checkbox"/> Carrying | <input checked="" type="checkbox"/> Pushing | <input checked="" type="checkbox"/> Sitting for extended periods | <input checked="" type="checkbox"/> Keying/typing |
| <input type="checkbox"/> Other (specify) | Repetitive hand movement | | |

ATTENDANCE – Compliance with general First Alternative standards is acceptable.