



Owner Services and Outreach Coordinator Job Description

Purpose

To maintain owner records and communications and coordinate owner and shopper education, programs and events to promote the mission, values, brand and products of the cooperative.

Status

- Reports To: Marketing Manager
- FLSA Status: Non-exempt; Pay Level 5

Essential Responsibilities and Functions

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

Customer Service

- Offer consistent, fair and respectful customer interactions (both internal and external customers).
- Ensure a high standard of customer service store-wide according to established customer service vision and expectations.
- Provide product information and educational materials to customers and staff.
- Ensure quick response to customer questions and concerns.
- Understand and communicate about cooperatives and the particulars of ownership to shoppers and staff alike.
- Work to advance the mission of the Viroqua Food Co+op through outstanding service to everyone we touch every day.

Department Responsibilities

Promotions

- Coordinate storewide demo program and vendor events in accordance with the marketing and promotions plan.
- Coordinate and maintain co-op values programs including local, organic, coop to co-op, co-op basics and inclusive trade.

Education

- Respond to and document customer comments and requests for information via social media, the co-op website and the suggestion box at the customer service desk.
- Feature new and seasonal products and information in staff huddles through the newsletter and on the website.
- Develop and facilitate classes, tours and events focused on cooperatives, natural foods, nutrition, sustainable agriculture, and other subjects consistent with the co-op's mission.
- Contribute content for the co-op website, newsletter and social media focused on the co-op's mission, values and products.

- Maintain and update recipes, new products and vendor features on the website and social media platforms.
- Coordinate farm and local producer visits and write producer profiles.

Owner Services

- Maintain and update owner records.
- Maintain and update owner communications and promotions, including the owners manual, owner emails, owner packets and rack cards.
- Coordinate annual owner drive.
- Coordinate and implement annual owners meeting and other owner events.
- Attend monthly board meetings to record minutes.
- Respond to and document customer comments and requests for information via social media, the co-op website and the suggestion box at the customer service desk.

Community Relations

- Plan and provide community outreach programs in cooperation with community organizations.
- Act as liaison with community organizations, as directed by the Marketing Manager.
- Coordinate requests and provide store tours and public speaking on cooperatives, natural foods, nutrition, sustainable agriculture, and other subjects consistent with the co-op's mission.
- Maintain events page on the co-op website. Reach out to local media to promote events.
- Coordinate VFC community outreach programs including GWYL, VFC Art Wall and charitable giving programs.

Other Responsibilities

- Participate in regular department meetings.
- Perform other duties as assigned by the Marketing Manager.

Physical Job Requirements

The physical requirements described here are those that an employee must meet, with or without reasonable accommodation, to successfully perform the essential functions of this job.

- Ability to lift and carry up to 30 pounds frequently.
- Ability to be present in assigned work area for up to 3 hours without rest.
- Ability to bend, stoop, squat, kneel, climb stairs or ladder.
- Ability to reach above shoulder height occasionally.
- Ability to talk and hear to communicate with customers.
- Finger and hand dexterity with ability to grasp and hold items of different sizes.
- Vision ability – close, distance, peripheral vision and depth perception.

Working Conditions

The work environment described here is representative of the conditions an employee may encounter while performing the essential functions of this job.

- Frequent exposure to cold, hot, wet or humid conditions.
- Exposure to fumes, airborne particles, hazardous materials ranging from natural to chemical (store products, cleaning products, scents from working in a public setting).

- Exposure to and potential handling of fresh foods including meats and seafood.
- Handling objects that have been handled by the public.
- Frequently performs work standing on cement floors at the cash register.
- May work occasionally in temperature extremes (walk-in freezer, outside warehouse, hot kitchen, etc.).
- Noise level in the store is usually moderate to loud.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.

Qualifications

To perform this job successfully, an individual must be able to perform each essential function satisfactorily, with or without reasonable accommodation. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Exceptional verbal and written communication skills.
- Ability to network and connect with the local community.
- Familiarity with and commitment to cooperative principles and natural foods.
- Proficient in Microsoft Word, Excel, Outlook and Internet applications.
- Experience with Adobe Creative Suite or Canva is preferred.
- Experience with social media platforms is preferred.
- Photography and editing skills are preferred.
- Demonstrated experience writing and editing a variety of materials including press releases, feature stories, fact-checking, web and educational materials.
- Self-directed, demonstrates initiative and independent, creative thinking.
- Demonstrates capacity for teamwork.
- Public speaking experience and approachable personality, ability to work in a public forum.
- Proven success working with a wide variety of audiences and personalities in a friendly and professional manner.
- Ability to handle and prioritize multiple demands.
- Ability to develop and maintain favorable relations with staff, owners and accounts.
- Ability to handle stressful situations in a calm, effective manner.
- Willingness and ability to grow to meet the changing requirements of the job.
- Able to work evenings or weekends as needed for events and programs.