



# Marketing Coordinator

DEPARTMENT	REPORTS TO	PAY CLASSIFICATION	LAST UPDATED
80- Operations	General Manager	Hourly non-exempt	March 16, 2026

## Job Summary

*The Marketing Coordinator helps us build and maintain a strong and consistent brand through a wide range of online and offline marketing channels and develops, implements, and maintains effective and creative marketing strategies to meet Co-op goals and objectives with our mission and values in mind. The Marketing Coordinator also cultivates and nurtures strong, positive community relationships and community presence, serving as our main point of contact for business development, advertising, community event participation and membership and outreach campaigns and programs. They will also help with signage throughout the store.*

## About Caledonia Food Co-op

Caledonia Food Co-op is a member-owned grocery store that draws together the diverse communities of Caledonia County and surrounding areas in an inclusive space supporting food justice, local resilience, environmental stewardship, area food producers and a vibrant downtown St. Johnsbury.

## Essential Job Duties

- ✓ Update and maintain company website and produce valuable and engaging content that attracts and converts our target groups.
- ✓ Creation of store signage and other promotional materials.
- ✓ Creation and control of brand manual, marketing and membership related forms and documents.
- ✓ Responsible for verbal and written communication with local businesses and committees as needed.
- ✓ Coordinate development and implementation of consumer education programs related to natural foods, environment and other issues as appropriate.
- ✓ Creation of content on social media platforms including, Instagram, Facebook, TikTok, YouTube
- ✓ Develop strategies and tactics to boost the company's reputation and presence, to get the word out about our company and drive qualified traffic to our front door.
- ✓ Deploy successful marketing campaigns and own their implementation from ideation to execution.
- ✓ Creation and distribution of monthly newsletters to owners/non owners.
- ✓ Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media and other marketing campaigns.
- ✓ Build strategic relationships and partner with key industry players, local agencies, and vendors.
- ✓ Monitor the marketing budget on a quarterly and annual basis and allocate funds appropriately.
- ✓ Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- ✓ Analyze consumer behavior and adjust email and advertising campaigns accordingly.



### Additional Duties

- ✓ May be asked to perform additional duties as required
- ✓ Staff company booth at community events when scheduled

### Essential Skills

- ✓ Excellent customer service skills for both internal and external customers.
- ✓ Advanced computer skills and knowledge.
- ✓ Strong attention to detail and creativity with a focus on design, brand consistency, writing and editing.
- ✓ Ability to take direction and work independently and sometimes under deadline pressure.
- ✓ Excellent communication, time management and organizational skills.

### Experience and Educational Requirements

- ✓ Degree or certificate in Marketing, Business, Graphic Arts, Sales or related fields
- ✓ 3-5 years of relevant work experience
- ✓ Experienced in networking, business development, social media platforms
- ✓ Excellent business judgment, analytical, and decision-making skills
- ✓ Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate.
- ✓ Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture)
- ✓ Experience in setting up and optimizing Google Adwords or other campaigns.
- ✓ Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.
- ✓ A sense of aesthetics and a love for great copy and witty communication.
- ✓ Up to date with the latest trends and best practices in online marketing and measurement.

### Essential Mental & Physical Requirements

- ✓ Works independently with limited guidance
- ✓ Performs a variety of tasks independently as dictated by organizational demands
- ✓ Relates information to diverse individuals both orally and in writing
- ✓ Must have good analytical ability
- ✓ Working on computer 95% of the time
- ✓ Prolonged periods of sitting, standing, bending, reaching, walking.

### Other Qualifications

- ✓ Ability to safely and successfully perform essential job functions consistent with the ADA, FMLA & other federal, state & local standards - including meeting qualitative and/or quantitative productivity standards
- ✓ Ability to maintain reasonably regular, punctual attendance consistent with the ADA, FMLA & other federal, state and local standards
- ✓ Compliance with all personnel policies

#### Important Disclaimer Notice

*The job duties, elements and responsibilities, skills, functions, experience, educational factors, requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that the employee may be required to perform. The Co-op does reserve the right to revise this job description at any time and require employees to perform other job duties as assigned.*