



## Job Posting

### Marketing Coordinator for Cooperatively Owned Grocery Store

Job Title: Marketing Coordinator

Status: Full-time, On Site

Company: Bethlehem Food Co-Op

Location: Bethlehem, PA

Compensation: \$50,000 to \$60,000 per year

Reports To: General Manager

#### **Who We Are**

We will be the first and only community-owned, full-service grocery cooperative in the Lehigh Valley! The store will be open to all shoppers year-round. We are currently building our grocery store at 250 East Broad Street, Bethlehem, Pennsylvania with an early 2024 projected opening. We represent over 1400 member-owners to encourage physical, social, and economic health by providing healthful, affordable food; emphasizing local, sustainable, humane, and natural food systems; and offering unique educational opportunities to the entire community. We are a diverse community that promotes diversity, equity, and inclusion in everything we do!

#### **Why work with us?**

You will be a part of the historic operating team that opens the Bethlehem Food Co-Op grocery store! You will have a significant impact on our organization and community. As the Marketing Coordinator, you will shape our internal and external communication, creating a voice for the operation. You will work alongside the GM to create a cooperative workplace culture that serves the diverse community of Bethlehem! Go with us and grow with us!

Our leadership team is developing a comprehensive benefits package that includes PTO, staff discounts, health benefits, and more!

#### **Job Summary:**

We are looking for a passionate and creative Marketing Coordinator to join our team and help us promote the products, services, and values of our cooperatively owned grocery store. As the Marketing Coordinator, you will be responsible for developing and executing marketing strategies, managing our social media presence, creating and distributing marketing materials, and engaging with both members and the community.

#### **Essential Duties and Responsibilities:**

- Develop and execute marketing plans aligned with the co-op's goals and values.
- Manage the co-op's social media accounts and online presence.
- Coordinate and participate in member outreach events, workshops, and activities.
- Manage the member benefits program.
- Respond to media inquiries.
- Track and analyze marketing campaign performance.
- Provide regular reports to management with insights and recommendations.

#### **Qualifications:**

- 2-4 years of experience in marketing, preferably in retail, food, or cooperative environments.
- Strong understanding of marketing principles, strategies, and tactics.
- Proficiency in digital marketing tools, social media platforms, and content management systems.
  - Proficiency with Discord Administration is a plus.
  - Solid experience with Adobe Creative Suite, Canva or similar programs is a plus.
- Creative mindset with excellent written and verbal communication skills.
- Critical thinking skills with a willingness to learn.
- Strong organizational and project management skills.
- Ability to collaborate effectively with cross-functional teams.
- Knowledge of sustainable practices and cooperative principles is a plus.
- Desire to provide excellent customer service.
- Bachelor's degree in marketing, communications, or a related field is a plus.

### **Physical Requirements:**

- Standing for up to 8 hours.
- Sitting for up to 8 hours.
- Lifting and carrying heavy objects up to 50 pounds.
- Bending repetitively.
- Working in a fast-paced environment.

### **Working Conditions:**

The Marketing Coordinator is actively engaging with the general manager, the operations team, member-owners, community partners, and external stakeholders, inside and outside of the store. You will have shared administrative office space. You may need to work weekends and occasional evenings to support events or campaigns. Occasional travel may be requested to attend conferences or events.

To encourage cooperation among cooperators, operational support will work on the sales floor quarterly for a full shift. Your role will be determined based on your experience, interests, and the needs of the co-op. The shift will be scheduled in cooperation with you, the department head and store management. This effort will be collaborative, but management reserves the right to make all final decisions on schedule and placement.

Note: This job posting outlines the general scope of responsibilities for the Marketing Coordinator in a cooperatively owned grocery store. To view additional details, please refer to Bethlehem Food Co-Op's Marketing Coordinator Job Description. Specific responsibilities and requirements may vary based on the store's needs.

### **To Apply:**

Please submit your resume and cover letter to [hire@bethlehemfood.coop](mailto:hire@bethlehemfood.coop)

*Bethlehem Food Co-Op is an Equal Opportunity employer. We provide equal employment opportunities to all qualified employees and applicants for employment without regard to race, religion, sex, age, marital status, national origin, sexual orientation, citizenship status, veteran status, gender identity or expression, disability, or any other legally protected status. We prohibit discrimination in decisions concerning recruitment, hiring, compensation, benefits, training, termination, promotions, or any other condition of employment or career development.*