

Durham Co-op Market (DCM)

Durham Co-op Market is a cooperatively-owned grocery store on West Chapel Hill Street in Durham, NC. The co-op is open to all shoppers, and offers local, organic, and natural food and other products. DCM reinvests profits back into the community, practices sustainability, and fosters a positive, respectful workplace. We are built by Durham and dedicated to serving Durham.



Marketing Associate

Purpose: To assist the Marketing Manager in promotion of Durham Co-op Market through promotional, outreach, and event-related activities and with coordination and service of the co-op ownership.

Status: Full-time, hourly with benefits

Reports to: Marketing Manager

1) Responsibilities:

- a) The Marketing Associate will work in tandem with the Marketing Manager to promote the co-op in numerous ways to be determined by current need. Some examples of tasks are listed below.

2) Promotions

- a) Participate in and help organize bi-monthly promotional meetings
- b) Assist with implementation of promotional plans
- c) Assist with bimonthly sale changeovers including the creation of special and seasonal displays

3) Events

- a) Coordinate and act as lead person on co-op run events
- b) Communicate the details of events to staff and the community
- c) Generate ideas for events that engage the community in an inclusive manner

4) Marketing

- a) Promote the co-op through social media;
- b) Contribute ideas for regular marketing plans and calendars
- c) Act as a resource to store departments for promoting and selling their products

5) Demo Coordination

- a) Schedule local vendor demonstrations
- b) Coordinate additional passive and active in-store sampling
- c) Maintain a shared demo calendar in an accurate and timely manner
- d) Market demos within the co-op's existing internal and external communications structure.

6) Ownership

- a) Help maintain an accurate and timely owner database
- b) Coordinate bi-annual owner drives
- c) Communicate ownership in an engaging and easy to understand way

7) Customer Service

- a) Offer consistent, fair, friendly and respectful customer interactions to ensure repeat customer traffic.
 - b) Understand and communicate the value of the co-op, and the particulars of ownership to customers. Work to advance the mission of Durham Co-op Market through outstanding service.
 - c) Respond to customer inquiries regarding price and features of store products; know the store layout and product location.
- 8) Professionalism & Teamwork
- a) Participate in ongoing staff development and education.
 - b) Communicate clearly and intentionally with coworkers.
 - c) Treat all co-workers with respect.
 - d) Assist in other departments as needed.
 - e) Attend department and store-wide meetings.
 - f) Perform other tasks as requested by the Marketing Manager, Manager on Duty, or General Manager
- 9) Cleanliness & Safety
- a) Follow established procedures on safety and cleanliness.
 - b) Take responsibility for store work spaces. Keep them clean and safe for yourself, your co-workers, and for customers.

Desired Qualifications:

- Ability to project a friendly, outgoing, knowledgeable personality;
- Strong written and verbal communication skills;
- Proficiency with computers including web applications, social media, Microsoft Office, graphic design experience a plus.
- Flexible schedule and the ability to work evenings and weekends;
- Experience providing excellent customer service;
- Experience planning events;
- Demonstrated capacity for teamwork;
- Excellent organizational skills and follow through on commitments;
- Access to reliable transportation, as some local travel will be necessary;
- Ability to lift 30+lbs, and spend long periods either seated or on foot.

I have read and understand this job description.

Signature: _____ date: _____