

# Marketing Coordinator

The Iowa Food Cooperative is seeking a candidate to oversee marketing and branding. This position will have an essential role in promoting and growing the cooperative. The candidate will work closely with the General Manager, producers, consumers, and volunteer members. Candidates must value collaboration, communication, possess skills to analyze situations, identify and prevent problems, contribute to solution based thinking, be able to see large picture goals of the cooperative while managing daily details essential to the success and growth of the cooperative.

## **Specific responsibilities (include but are not limited to):**

- Create, manage, and maintain the Iowa Food Cooperative's brand guide
- Collaborate with General Manager to ensure appropriate allocation of marketing funds
- Development quarterly marketing plans and coordinate advertising
- Creates content for print and online advertising that is consistent with the cooperative's image, mission, and values.
- Creates content and sends consumer and producer email campaigns
- Manages web presence including social media and maintains the co-op's website and establish goals to increase co-op membership and member engagement
- Supports on-site store with graphic design, marketing, and signage
- Promotes and creates materials for events

## **To be successful in this role you must:**

- Possess excellent communication skills
- Have writing and editorial experience
- Be highly detail oriented
- Adhere to deadlines
- Have experience creating original print and digital content
- Have relevant computer skills
- Work a flexible schedule
- Effectively communicate with other team members

## **Work schedule:**

- Up to 30 hours per distribution cycle (about 15 hours per week), including flexibility for evening and weekend work

## **Work environment:**

- Candidates must be comfortable in a fast-paced environment

## **Essential physical requirements:**

- Sit or stand for long periods

## **Wage:**

- Starting at \$19 per hour

**How to apply:**

- Please send statement of interest and resume to [kate@iowafood.coop](mailto:kate@iowafood.coop)
- No phone calls or direct messaging please
- Applicants will receive an email acknowledging receipt of material
- The Iowa Food Cooperative is an equal opportunity employer

**About Iowa Food Cooperative:**

The Iowa Food Cooperative is a 4000+ member cooperative established in 2008. Our members have access to over 1,500 Iowa grown and produced products via our online shopping website. Members order on a bi-weekly schedule and pick-up at several locations across Central Iowa. Our mission is to connect farmers and consumers with a goal of strengthening the local food system; every member, volunteer, and staff person has a key role in making this happen. Learn more at [www.iowafood.coop](http://www.iowafood.coop).