



Education & Outreach Coordinator Job Description

Department: Brand
Report to: Brand Manager
Pay Range: 3
Status: Hourly

Job Summary: Assist Brand Manager to achieve goals for sales, ownership, customer service, outreach, public relations and community and staff education.

Essential Duties and Responsibilities:

Storewide

1. Abide by all WFC policies and procedures as outlined in the Employee Handbook and Policy & Procedure Manual.
2. Consistently and positively promote ownership and owner benefits.
3. Follow and ensure compliance with all safety practices and policies.

Customer Service

1. Exceed expectations of internal and external customers for service and provide a welcoming environment for all in accordance with WFC's customer service standards.
 - a. Resolve customer concerns.
 - b. Anticipate customer needs.
 - c. Promptly respond to requests for service and assistance.
2. Treat all customers and co-workers fairly, consistently and with respect.
3. Engage in creating and maintaining a positive, ethical and productive workplace that contributes to achieving progress on WFC's ENDS.

Job Specific

1. Develop, coordinate and implement staff and community education, events and outreach in compliance with established practices.
2. Fulfill Donation Requests in a timely manner and in compliance with established policies.
3. Assist Brand Manager as directed and in compliance with established practices to promote WFC's brand and products to achieve sales, ownership, education and customer service goals including, but not limited to, staffing product

- demonstrations, community presentations and tours, and participating at WFC-sponsored and community-sponsored events and outreach.
4. As requested by Brand Manager, post to social media channels to promote WFC's brand and products in compliance with established practices.
 5. Order, store and maintain proper stock of collateral, samples and event materials in compliance with established practices.
 6. Clean shelving, cupboards, appliances, furniture and floor in classroom and in Brand Department storage and office areas in compliance with established practices and communicate and document any equipment maintenance or safety concerns to Brand Manager.
 7. Perform other tasks assigned by Brand Manager including, but not limited to, filling in for other Brand Department staff.

Knowledge, Skills, Abilities

Preferred Knowledge, Skills and Abilities

- Applicable degree/certification
- Proficiency with Photoshop, Illustrator, InDesign, WordPress, PowerPoint
- Experience in retail, grocery, natural foods and/or related fields
- Experience designing, coordinating and/or conducting education programs and promotional events

Essential Knowledge, Skills and Abilities

- High school diploma or GED
- Ability to follow through on systems and procedures
- Outstanding customer service skills
- Attention to detail and good organizational skills
- Ability to handle multiple demands, work under time pressures and meet deadlines
- Personal integrity to handle confidential information
- Willingness to be open, to learn and to take on new responsibilities
- Demonstrate objectivity, neutrality and calmness under pressure
- Ability to work efficiently in a fast-paced environment
- Ability to prioritize tasks
- Regular, predictable attendance
- Ability to be flexible and to adapt to changing conditions quickly
- Computer proficiency, e.g., Word, EXCEL, PowerPoint, social media
- Ability to read and comprehend instructions
- Demonstrated ability to follow through on commitments
- Effective communication skills in English
- Ability to work independently
- Available to work evenings, weekends, holidays
- Experience speaking to the public
- Willingness to fill in for other Brand Department employees

Work Environment:

1. **Occasional Exposure**
 - a. Outdoor weather conditions, e.g., staffing outside booths at WFC-sponsored or community events, loading and unloading booth equipment/products/signs into/out of vehicle
2. **Frequent Exposure**
 - a. Carts, pallets and hand-trucks moving in and out of storage/retail areas and in and out of freight elevator
 - b. Changing room temperature due to opening and closing outside doors
3. **Constant Exposure**
 - a. Background music and in-store pages
 - b. Food odors, grain and spice dust, food allergens

Essential Physical Requirements

1. Ability to occasionally lift and move up to 50 lbs. throughout shift.
2. Frequently stand, walk, squat, bend, sit, balance and rotate body.
3. Ability to complete repetitive office tasks (sitting at a desk, reaching, bending, filing, using a computer keyboard and looking at a computer screen) for up to eight hours per day.
4. Ability to safely use sharp cutting instruments
5. Use of hands and feet to operate machinery such as computer keyboard, copier, automobile, camera, knives.

IMPORTANT DISCLAIMER NOTICE

The job duties, elements, responsibilities, skills, functions, experience, educational factors and the requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that an employee may be required to perform. The employer reserves the right to revise this job description at any time and require employees to perform other tasks as circumstances or conditions of its business, competitive considerations or the work environment change.