



Brand Manager Job Description

Department: Administration/Brand Department
Reports to: General Manager

Pay Range: ADMIN/Salary
Status: Exempt

Job Summary: Promote and coordinate promotions and advertising of WFC's brand and products to achieve sales, ownership, education and customer service goals. Hire, train, evaluate, coach and supervise designated employees in compliance with established practices, policies and budget restrictions to support day-to-day operations and to achieve progress on WFC's ENDS.

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.
 - d. Schedule and post electronically position hours to ensure availability of department support.
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. Design and coordinate promotions of WFC's brand and products and support department managers to implement promotions in compliance with established practices and budget restrictions to achieve sales and customer service goals.
2. Coordinate WFC-sponsored events and WFC's participation in community-sponsored events to promote WFC's brand and products in compliance with established practices and budget restrictions to achieve goals for ownership growth, ownership retention and equity growth.
3. Conduct and/or coordinate staff and community education including, but not limited to, classes, timely production and distribution of WFC's newsletter and maintenance and development of WFC's web site and presence in social media, in compliance with established

practices and budget restrictions to achieve goals for staff education, owner services and community education.

4. Hire, train, evaluate, coach and supervise department employees in compliance with established practices, policies and budget restrictions to support day-to-day operations and to achieve progress on WFC's ENDS.
5. Ensure cleanliness and maintenance of department equipment, storage areas and office areas in compliance with established practices, document and resolve any equipment maintenance or safety concerns, and incorporate equipment, sanitation and safety needs into budget requests or allocations.
6. Participate in storewide management including, but not limited to, completing requested work product and participating in ADMIN, OPS (as requested), MANAGEMENT TEAM, department and storewide meetings.
7. Perform other tasks assigned by the General Manager.

Knowledge, Skills, Abilities

- Minimum five years experience developing, documenting and implementing successful promotions/advertising/marketing plan within budget
- Minimum five years experience supervising multiple employees including, but not limited to, interviewing, training, coaching and evaluating
- Experience in retail, grocery, natural foods and/or cooperative management
- 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 follow through on systems and procedures
- Computer proficiency including, but not limited to, keyboard experience, email, Word, EXCEL
- Ability to work efficiently in a fast-paced environment
- Ability to be flexible and to adapt to changing conditions quickly
- Demonstrated ability to follow through on commitments
- Ability to prioritize tasks
- Experience designing, coordinating and/or conducting education programs/presentations
- Experience speaking to the public
- Graphic and layout skills
- Website development/maintenance and social media experience
- Effective communication skills in English
- Available to work evenings, weekends, holidays

Work Environment:

1. Occasional Exposure
 - a. Outdoor weather conditions (e.g., staffing outside booths at events, loading and unloading booth equipment/products/signs)
2. Frequent Exposure
 - a. Moving loaded carts/two-wheelers of product/materials in and out of storage/retail areas/event areas and in and out of freight elevator
3. Constant Exposure
 - a. Background music and in-store pages
 - b. Food odors, grain and spice dust, food allergens (e.g., proximity to preparation of seafood)

Essential Physical Requirements

1. Ability to frequently lift and move up to 50 lbs throughout shift
2. Frequently stand, walk, squat, bend, sit, balance and rotate body

3. Frequently ascend and descend stairs, ladders and step stools
4. Ability to safely use sharp cutting instruments
5. Ability to do 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
6. Manual dexterity to handle writing instruments, keyboards, computer mouse, scissors, stapler, etc.
7. Use of hands and feet to operate machinery including, but not limited to, computer keyboard, copier, vehicle, camera

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.