



## Marketing Manager Job Description

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**Department:** Administration/  
Brand Department  
**Pay Range:** ADMIN/Salary  
**Reports to:** General Manager  
**Status:** Exempt

**Job Summary:** Responsible for all aspects of managing the marketing, promotion, education, and outreach for Whole Foods Community Co-op. Inc. Manages Brand department employees and activities, WFC brand and WFC's brand story. Works closely with the General Manager and members of the management team to develop and implement strategic goals to uphold and further WFC's ENDS statement. Conducts all work activities in a professional and confidential manner and in compliance with all applicable laws and with WFC's policies and practices.

### Essential Duties and Responsibilities:

#### Storewide

1. Abide by all WFC policies and procedures as outlined in the labor contract, 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. **Strategic Leadership and Planning:** Collaboratively develop and implement a comprehensive marketing strategy, plan, and budget annually, including internal and external advertising, promotions, public relations, signs, and general publicity. Ensure that visual and verbal content of all elements of the plan cohesively reflect WFC's ENDS. Generate awareness and excitement about WFC through the development and promotion of WFC's brand story.
2. **Brand Management:** Ensure advertising and customer-facing communications support the brand and current promotions. Maintain brand standards for use in training staff and supporting managers' enforcement of brand adherence.

3. **Promotions:** Coordinate and participate in regular promotions planning to ensure appropriate and effective strategies are used to execute the brand within the stores and externally. Participate in developing programs and planning for holidays, special sales, and events utilizing established industry-specific promotional tools. Create timely and effective content for print and electronic advertising, WFC website, and social media; measure and report on efficacy of advertising and marketing strategies.
4. **Outreach, Education, and Events:** Develop and execute staff and community education through channels including, but not limited to, signage, in-person classes, print, video and electronic content, and WFC's website. Coordinate WFC-sponsored events and WFC's participation in community-sponsored events to promote WFC's brand and products.
5. **Public Relations:** Seek out and respond to the media to obtain favorable coverage. Maintain and monitor channels of communication including administration of surveys, online reviews, and social media interactions. Administer donations programs within desired parameters. Coordinate participation in advocating for public policies favorable to goals consistent with WFC's ENDS.
6. **Owner Services:** Develop and coordinate programs, outreach, promotions, and events specific to achieve goals for Owner growth and retention, including the Annual Owners Meeting. Ensure quality and timeliness of the publication and distribution of Owner communications including the Owner newsletters and Annual Report. Collaborate with the General Manager to ensure the Board of Directors is assisted with general Ownership matters.
7. **Oversee and Manage Brand Department:** Hire, train, evaluate, coach, and supervise department employees in compliance with established practices, policies, and budget restrictions. Ensure timeliness, accuracy, and quality of all department work.
8. **Leadership Team:** Be an active member of the leadership team including, but not limited to, strategic planning for the co-op as a whole, attending and participating in required department and storewide meetings, and demonstrating leadership.
9. Ensure cleanliness and maintenance of department areas and equipment.
10. Regular and timely attendance to perform job duties.
11. 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
- Bachelor's degree in marketing, communications or a similar field preferred, but not required
- Professional experience managing employees and proven leadership skills
- Experience in retail, grocery, natural foods, food systems 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, Microsoft Office, Adobe Creative Suite, WordPress, social media platforms, online survey tools
- Demonstrated proficiency in Google Ads, website analytic tools, website navigation and creating and managing effective marketing campaigns that align with brand requirements and maximize impact
- Experience managing video marketing via YouTube and other platforms
- Ability to work efficiently in a fast-paced environment
- Ability to be flexible and to adapt to changing conditions quickly

- Demonstrated ability to prioritize tasks and follow through on commitment
- Experience designing, coordinating and/or conducting education programs/presentations
- Experience speaking to the public
- Graphic and layout skills
- Website development/maintenance
- Effective communication skills in English
- Available to work evenings, weekends, holidays
- Available during off-duty hours via telephone for emergency situations
- Occasionally travel for required trainings and conferences as directed by General Manager

**Work Environment:**

1. Occasional Exposure
  - a. Outdoor weather conditions (e.g., staffing outside booths at events, loading and unloading booth equipment/products/signs)
  - b. Moving loaded carts/two-wheelers of product/materials in and out of storage/retail areas/event areas and in and out of freight elevator
2. 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 20 lbs throughout shift
2. Frequently stand, walk, squat, bend, sit, balance and rotate body
3. Frequently ascend and descend stairs
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 and 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.*

WHOLE FOODS  
CO-OP

## Our ENDS Statement

*Whole Foods Co-op is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community.*

*A healthy community is one which nurtures emotional, mental, spiritual and physical health.*

*WFC creates a healthy community by:*

- ▶ Requiring a robust local, sustainable food system
- ▶ Nourishing and replenishing water, air and soil
- ▶ Prioritizing equity and diversity
- ▶ Fostering relationships and human connection
- ▶ Resting on local and shared ownership