

**Old Creamery
Outreach and Member Services Coordinator
Job Description**

Summary

The Outreach and Member Services Coordinator is responsible for implementing outreach, education, member-engagement, and marketing plans for The Old Creamery, and the Old Creamery Co-op. S/he will establish and cultivate the Co-op's identity and presence in the community and educate people about benefits of involvement in the Co-op. S/he will help promote awareness of issues related to food, supporting a local economy environmental sustainability, food production policies and other similar issues that are important to our community. The Outreach and Member Services Coordinator will be a primary resource for member-owners of the Co-op, responding to feedback, engaging members as volunteers in Co-op activities, and planning and developing programs to meet member-owner needs. S/he will work in a team approach to integrate outreach, educational, and marketing activities into daily operations of the Old Creamery and the Old Co-op

Reporting Relationships

The Outreach Coordinator reports to the General Manager. S/he will supervise volunteers as needed. This position works in a team approach with Creamery employees, Co-op board members, and the Co-op's volunteer coordinator, to plan, implement and evaluate activities.

Position Status

Part time, approximately 12 hours per week. Compensation to be negotiated and depends upon experience. Creamery employees are eligible for a discount on purchases.

Special Notes

The Old Creamery is becoming a co-operative. Instead of being owned by two people, it will be owned by hundreds of community members. The transition to Co-op is underway and the sale of the business to the Co-op will happen soon. While many things about the Creamery will not change once it is operating as a co-op, some will. This is a time of excitement, possibility and occasional uncertainty at the Creamery. We're seeking applicants who are able to work within this context.

Essential Functions

Outreach, Education & Community Building

- Seek outreach, education, and speaking opportunities. Attend community events and facilitate the presence of others to represent the Old Creamery at such events.
- Network and initiate conversations with residents, business owners, and community leaders to promote the Old Creamery Co-op. Help others do the same.
- Maintain an in-store "presence" and keep Co-op bulletin boards current, lively, and engaging (work with designated volunteer).
- Plan and implement special events.
- With Co-op board members, promote ways for people to support the Old Creamery's transition to a Co-op, including financial and in-kind service contributions, member-owner loans, and shopping at the Creamery.

Member Services

- Ensure prompt and courteous responses to inquiries from customers, Co-op member-owners and prospective member-owners. Monitor in-store suggestion box and develop system for responding to suggestions; read and coordinate responses to the "info@ email account;
- Work in a team approach with all Creamery staff to foster strong and consistently positive customer service for all who visit the Creamery. Serve as role model for how to meet customer needs through personal attitude and actions.

- Promote member-ownership in the Co-op (train other staff, organize periodic membership drives, maintain and update outreach and educational materials, coordinate member-owner meetings)
- As requested, help the board of directors maintain awareness and understanding of member-owner needs and priorities. Prepare summary of issues for consideration by the board at its monthly meeting. Work in team approach to plan, implement, and evaluate annual meeting of member-owners.
- Ensure member-owner educational resources (for example Co-op brochures, frequently asked questions handout, revolving equity fund program description, member owner loan packet, summary business plan) are kept up to date, are in adequate supply and are readily available in the store and on the website. Note that some documents are typically distributed in large quantities (brochures) and some are only distributed upon request (member owner loan packet).
- Ensure that the Co-op brochures are distributed and readily available throughout the Co-op's target market (Cummington and surrounding towns) especially community and business locations that are visited by potential Co-op supporters.

Volunteer Coordination

- Ensure that those who want to support the Co-op with their time and energy are connected with tangible volunteer opportunities that will help start and maintain the Old Creamery Co-op.
- Serve as the primary staff person for the Co-op's monthly volunteer roundtable meeting. Monitor, assess and assist with the implementation of ideas generated by volunteers (for example: "how to" clinics on topics of interest to member owners, public talks about local economy/local food related issues, etc.). Ensure ideas are vetted through established policies.
- Serve as primary liaison with designated Volunteer Coordinator to facilitate assignment and completion of important projects and to ensure all volunteers receive regular updates about the Co-op and current needs/events.
- Ensure that volunteers who are representing the Co-op at various community events are knowledgeable about the Co-op and are adept at discussing benefits of membership in the Co-op with prospective member-owners.
- Ensure that volunteers feel appreciated and valued.

Marketing & Promotion

- Work with General Manager to create and implement an annual marketing plan (following Co-op's December 2011 business plan and amending as needed)
- Work in team approach with General Manager, Retail Manager, Deli Manager, Communications Coordinator, and other Co-op employees to plan, implement and evaluate a variety of in store promotions, including member owner appreciation days, product sampling events, etc. Ensure that events are well promoted in the store and within the broader community.
- Coordinate response to requests for support of community events, and advertising in other's publications. Ensure prompt response to all inquiries.
- Oversee Co-op's mailing list and ensure list growth.

Qualifications

Required Experience, Skills & Attributes

- Personal and professional values that align with cooperative principles.
- Demonstrated experience writing and editing a variety of materials including press releases, feature stories, web content and educational materials; Experience editing other people's writing.
- Strong personal work ethic and ability to organize time, manage diverse activities, adapt to changing conditions, and meet critical deadlines.
- Proven ability to develop and implement a vision.

- Ability to be creative and inspire creativity in others.
- Confident, outgoing, courteous, and professional approach to all written and verbal communications.
- Demonstrated ability to be entrusted with sensitive information and conduct daily activities with the utmost professionalism and integrity.
- Commitment to diversity and a personal approach that values the individual and respects differences of race, ethnicity, age, gender, sexual orientation, religion, ability, and socioeconomic circumstance.
- Demonstrated ability to give and receive feedback and to listen and react appropriately.
- Outstanding customer service skills.
- Proven ability in teamwork.
- Willingness to be open, to learn, and to take on new responsibilities.
- A great sense of humor and a can-do attitude!

Desired Experience, Skills and Attributes

- Experience in retail natural foods store.
- Ability to use Microsoft Word, Excel, Access, PowerPoint and Outlook.
- Experience selling in a rural market.
- Proven ability to use technology and systems to increase efficiency, productivity and effectiveness.

This description is intended to outline the primary responsibilities, general nature and level of work being performed by person assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties and competencies. Other duties may be assigned.