

Marketing Coordinator

They are responsible for facilitating the Marketing committee meetings and ensure there is a bottom liner for all Hub marketing events and tasks. They also ensure the budget is created and followed. It is a part-time position of 8 hours admin a week. This position qualifies for level 4 - Steering Committee Member of the wage scale.

Responsibilities:

- **Update Marketing Google Calendar so it reflects any commitments the committee has made**
- **Maintain yearly marketing budget through continuous check-in with committee members that events, donations, activities are entered into excel doc. (whether they cost money or not)**
- **Forward marketing emails to the appropriate bottom-liner or read and respond to marketing emails in a timely manner**
- **Work with Web & Media Steward to make sure that there are regularly scheduled meetings with prepared agendas with upcoming events are 3-4 months in advance, notes are taken and stored properly, and committee members are alerted a week in advance**
- **Prepare monthly marketing committee reports for the general meeting.**
- **Check in with bottom liners to make sure they have all the help and information that they need.**
- **Maintain neat and organized computer files for marketing so that all staff can utilize them**
- **Make sure that committee members use the Hub event Proposal Template to record what they did for each event**
- **Look at the web and make sure upcoming events and recent donations are represented**
- **Using profit numbers from the previous year, establish marketing budget, double check with financial committee, and split up budget into subgroups.**
- **Work with O/R to help promote upcoming sales**
- **Work with Marketing Committee to discuss annual plan for Hub's marketing strategies for the upcoming season and work to create a consistent voice for the Hub in its media**
- **Work with the Social Media Steward and Web & Media Administrator positions to see that our web presence and brand voice are current and active**

Desired qualifications:

- **Experience in communication and interpersonal group relations**
- **Organized and detail oriented**
- **Ability to prioritize tasks and work independently and efficiently**
- **Ability to have candid conversations with co-workers and maintain an open and respectful environment**
- **Experience in marketing and outreach**
- **Experience with cooperatives**
- **Motivated individual**
- **Management/supervision experience preferred**

Time Expectations:

- **Flexible scheduling according to time of year**
- **2-8 hours/week of administrative shifts: depending on time of year and committee needs (balanced with other responsibilities within committee)**
- **Must attend general meetings (2 hours/month)**
- **Must attend and organize monthly marketing meetings (2 hours/month)**
- **Must attend Steering Committee Meetings (3-4 hours/month)**

