

Marketing Manager- Regular, Full-Time, Year-Round

### **About Woodstock Farmers' Market:**

The Woodstock Farmers Market is a bustling year-round fresh market of fantastic food which generates over \$9 million in annual sales in two locations. Our flagship store in Woodstock and our second store in Waterbury. For the past 29 years, we are a classic "small giant". While our footprints are modest, we have created 2 dynamic fresh foods markets with many facets—from our varied national and regional specialty products and our commitment to local produce and meats to our prepared foods kitchens and burgeoning cheese and deli departments. Our innovative "focus on finances" and our amazing customer service systems make WFM a fun and positive work environment.

### **Job Summary:**

The Marketing Manager oversees the planning and project management of integrated sales & marketing campaigns, helps identify and develop sales initiatives in partnership with department leaders and partners, and acts as a liaison between department leaders and the marketing team. The Marketing Manager is responsible for planning, creating, implementing, and overseeing all marketing and communications efforts across the organization to audiences including customers, staff, partners, community groups, and the general public. Areas of responsibility and oversight include: branding and messaging, digital and print marketing, round-up campaigns, content creation, website maintenance, media relations, and organizational storytelling.

### **Marketing Responsibilities:**

- Develops annual comprehensive marketing plan with Creative Leader.
- Creates and manages annual calendar of activities that synergizes with company objectives and goals.
- Develops, coordinates, and executes seasonal product campaigns with departments that support in-store, and out-of-store, to drive guests to both locations. Partners with Creative Leader and department leaders to enhance programs and ensure smooth execution.
- Works with Creative Leader to plan and execute social media campaigns.
- Conceptualizes and creates all levels of content marketing, including customer emails, blog posts, social media posts, and website content.
- Pull data from marketing channels and campaigns for monthly/quarterly reporting (Facebook Ads, Google Analytics, etc.), and derive insights to inform future marketing initiatives and share with leadership.
- Oversee online presence on review websites (yelp, google reviews, FB reviews etc.)
- Maintain website content on WordPress platform (including graphic changes, written content, menu updates, ecommerce updates)
- Acts as point person for all advertising inquiries and works alongside finance manager to make budget-related decisions.

### **Communications Responsibilities:**

- Conceptualizes, creates, and distributes staff emails and newsletters.
- Is responsible for maintaining cross-department and company communications regarding campaigns and marketing plans.
- Writes and distributes press releases, as needed, and acts as the point person for newspapers and other media outlets.

## Community Relations Responsibilities:

- Manages our Round-Up donation campaigns.
- Organizes joint sales/marketing campaigns with community organizations. Helps lead the development of new relevant partnerships outside the company to build brand and increase brand awareness.
- Networks and communicates with representatives from various community organizations; including Revitalizing Waterbury and the Woodstock Chamber of Commerce

## Our Qualifications:

- Ability to team play with many departments and personalities.
- Strong social media skills on multiple platforms including Facebook and Instagram
- Modeling our no drama policy of personal responsibility and going the extra mile for guests and staff.
- Being positive in mind and spirit.
- Having a strong sense of humility.
- Love of service.
- This job requires walking between our two buildings. Must be able to occasionally lift heavy items such as boxes of tee shirts, coffee cups other WFM Swag when large orders arrive.
- Outstanding competence as a creative writer.
- Ability to understand basic financial numbers (Budget, P&L).
- Required to work collaboratively and graciously with line staff, Partners, COO and CFO. Manages projects with people and must be able to articulate and gently move projects to completion with busy on the floor staff in both locations.
- Proficiency with Microsoft Office programs.
- Intermediate proficiency with WordPress and WooCommerce. We have an external website company, but the ability to update in-house content is required.
- Great time and project management skills.
- Outstanding organization and communication skills.

**Time Commitment:** This is a full-time job. We estimate about 40-45 hours/week. At least one weekend may be required from time to time to help with events/holidays. Holidays, especially the 4th quarter and summer, are our busiest times. This is not a remote position.

**Covid 19 Protocol:** Must be able to work in a front-line business and associated risks regarding COVID 19. See our protocols on our website. We social distance when we can, and masks are required. This opportunity is non-remote and requires 5 days a week attendance at based out of the Woodstock location.

**Education:** This job requires a minimum of 4 to 5 years in a related work environment.

**Compensation:** \$ 20-22 +/- or salary, depending on qualifications and experience. Simple IRA with match, Health Insurance, and short-term disability after vesting periods; 30% staff discount, gym membership contribution.