

Marketing Manager Job Description

About Us

The Woodstock Farmers Market is a bustling year-round fresh market of fantastic food which generates over \$9 million in annual sales. We're a classic "small giant": while our footprint is modest, we have created a dynamic fresh foods market with many facets—from our varied national and regional specialty products and our commitment to local produce and meats to our prepared foods kitchen and catering department to our innovative open book finance system and our customer service focused staff.

"Farmers" (as we are called) is a proud member of the Good Food Merchant Collaborative one of 22 of the most innovative and cutting-edge independent markets in the country. Woodstock, Vermont is an outstanding and friendly town that combines outstanding arts, culture, outdoor sports with ease to NYC and Boston.

Our Marketing team is a key component of our success. Currently, it is a one-person operation and that person is responsible for all signage, advertising, monthly flyers, planning and branding, posters, web site updating/emailing/blogging/social marketing, creative offerings like stickers and WFM swag. Our vision is to separate out the creative, forming a two-person team: one person creative, one person handling more traditional "marketing roles" like planning, evaluation of numbers and coming up with an overall marketing plan. We envision this job ramping up gradually (getting to know WFM and how all departments operate) and training will be supplemented with other related Market admin and store projects. Below is a brief description of specifics we envision:

Specifics of the Job:

- **Develop a comprehensive marketing plan and annual calendar of activities that deliver against company objectives and goals.**
- **Develop, coordinate and execute seasonal product campaigns that support categories in-store, and out-of-store to drive guests to stores. Partner with Creative Leader and department leaders to enhance programs and ensure smooth execution.**
- **Works directly with CFO to create annual budget**
- **Share social and digital media content creation and analysis with creative. Begin using multivariate testing to drive brand engagement and traffic to businesses.**
- **Help lead the development of relevant partnerships to build brand equity and increase awareness.**
- **Help analyze sales, market, consumer, product and competitive insights and implications and use to drive decisions.**
- **Create, coordinate and execute a variety of guest events.**
- **Be the community events spokesperson; strengthen Woodstock Farmers' Market brand image through special community events.**
- **Identify marketing trends for continued innovation and growth for Woodstock Farmers' Market**
- **Use financial, operational and people data /analysis to drive and forecast results.**
- **Be the front line for all digital inquires/reviews though social media, our website, review sites (yelp, trip advisor, Google).**
- **Potential for writing press releases or working with an outside PR person to help further our brand**
- **Potential for conducting customer surveys to help identify tranches of positives.**
- **Help with second location marketing and establishing a presence in that community.**

We would prefer to baby step this new Marketing Manager role where the individual would work on specific needed projects, understand how the WFM runs and works and be trained in many aspects of the market in order to get the full breadth of WFM. Our Creative Director, would provide a significant amount of current marketing training. Patrick Crowl, founding partner and Chairman of Fun, would be responsible for work flow and projects alongside the 3 other partners of the organization, Brandon Little, Amelia Rappaport and Steve Moyer.

The Marketing Manager role would be part of the Admin Team that would reside in the Next Door offices and would have a home base and desk there.

Our Specific Qualifications:

- **Excellent day planning and organizational skills.**
- **Ability to team play with many departments and personalities.**
- **Modeling our no drama policy of personal responsibility and going the extra mile for guests and staff.**
- **Being positive in mind and spirit.**
- **Have a strong sense of humility.**
- **Love of service: actively looking for ways to help people while enjoying it.**
- **Outstanding physical condition. This job requires one to be on your feet or walking between our two buildings. Must be able to lift heavy items—lifting boxes of tee shirts, coffee cups other WFM Swag when large orders arrive.**
- **Ability to grow something, in this case a new department with new ideas and new business opportunities, yet remaining realistic with regard to budgeting, the Market way and staffing.**
- **Competence as a creative writer regarding emails, blog and overall communication**
- **Have outstanding financial skills.**
- **Understands the mathematics and semantics of the retail pricing.**
- **Good computer skills with proficiency in Excel spreadsheet and Word document programs in Microsoft Office.**
- **Great time management. This job will require 40 hours a week and requires outstanding management of your time and those around you.**
- **Outstanding organization and communication skills: He/she must prioritize projects and keep them moving forward while communicating this to a team of people. Must understand how to be an effective scheduler of staff. Must maintain supplies for department.**
- **Being graceful in difficult situations: Having a personality that can naturally handle tough news and is able to turn a difficult encounter into a win for the Market.**

Time Commitment: This is a full-time job. We estimate about 40 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 and require planning and commitment versus automatic time off.

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

Compensation: \$43-45,000 +/- salary, depending on qualifications and experience. Simple IRA, Health Insurance and short-term disability after vesting periods; 30% staff discount, gym membership contribution.