



"Working with you"

Job Title: Marketing and Communications Coordinator **Posting ID# 1120518**
Reports To: Feed Department Manager, Agronomy Sales Manager
Location: Stewartville, MN
Hiring Manager: Cheryl Simpson, Human Resources Director csimpson@allamericancoop.com
Brent Vorpapel, Feed Department Manager vorpapel@allamericancoop.com
Jon Schmitz, Agronomy Sales Manager jschmitz@allamericancoop.com

Job Description:

Responsible for coordination of public relations, cooperative branding, advertising, sales materials, event planning, donation programs, and internal and external communication programs for the cooperative.

Job Responsibilities:

- Manage cooperative website and social media pages; ensuring information posted is current and relevant
- Edit & design bi-monthly patron newsletter. Solicit appropriate written contributions and approvals from management and sales staff and submit final copies to outside printer for processing
- Maintain employee email list and edit, design and distribute monthly employee e-newsletter
- Maintain mail and email lists for department, species or product-specific target distribution. Develop print and other media communications for direct mail and materials related to events and products as requested.
- Collaborate with management and sales team to solicit, record and report customer testimonials of cooperative products and services in newsletter, website or other media
- Manage uniform program: suggest appropriate selections to management, negotiate with vendor, distribute information to employees, place orders with vendor, distribute clothing to employees, maintain clothing budget balances for employees
- Organize cooperative events including employee events, customer appreciation events, informational meetings and coordinate cooperative presence at career/job fairs
- Coordinate, design, order and disburse promotional materials to ensure brand standards and logo conformity are met. Includes printed materials, electronic files, business cards, clothing and other promotional items.
- Take photos at company events, of company operations and of new employees. Maintain photo database for website and newsletter use including introducing new employees in cooperative and employee newsletters
- Work with human resources and/or hiring managers to create job descriptions and advertise job postings
- Collaborate with management and/or outside resources for cooperative press releases and responses to media
- Collaborate with Sales Teams to be aware of goals, promotions, events, and needs as they relate to marketing, communications, and promotion of the company brand and offered products and services
- Coordinate employee recognition including employee Birthday cards, Thanksgiving turkeys and Christmas hams
- Coordinate cooperative scholarship program with recruitment and retention committee. Publicize eligibility and submission requirements and gather entries for committee to review. Verify recipients meet qualifications prior to awarding funds.
- Coordinate and track co-op contribution efforts towards charitable organizations, and co-op participation in youth programs, Ag industry promotion, and community involvement. Review annually to ensure meeting co-op goals
- Collaborate with Gravie on the Buypoint patron insurance programs. Determine patron eligibility, submit lists to Gravie, coordinate events and promote program on cooperative website and social media.
- Research, train and develop skills to stay current on forms of communication to support All American Co-op's business marketing efforts

Requirements:

- Experience in marketing, sales, promotions management and/or product management
- Strong creative, strategic, analytical and organizational skills with ability to manage multiple projects at a time
- Commitment to working with shared leadership and in cross-functional teams
- Familiarity with multiple computer programs including Microsoft suite, pdf creation, photo editing, company accounting software and knowledge of web design and maintenance using Word Press dashboard
- Preference will be given to candidates with design and layout program knowledge and experience
- Preference will be given to candidates with background in or knowledge of production agriculture

• NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.