



Outreach Coordinator Job Description

Position Overview

This is a part-time position reporting to Wild Root Market Board of Directors. The primary responsibility of the Outreach Coordinator is to grow ownership and raise community awareness of Wild Root Market. This includes increasing the number of member-owners in the co-op, engaging existing member-owners, and coordinating community outreach and education.

Responsibilities

- Actively develop and implement plans to recruit new member-owners in Wild Root Market
- Meet member recruitment goals as set by the Board of Directors
- Engage and coordinate Wild Root Market member-owners and/or volunteers to assist in recruitment efforts
- Cultivate relationships with local businesses, organizations, farmers, food artisans, and civic groups to educate them about the co-op and to further grow membership
- Attend Co-Committee meetings
- Report regularly on progress to the Board of Directors
- Maintain database of current owners, prospective owners, and other stakeholders to help track, drive, and manage outreach efforts
- Provide administrative support for new member-owner processing including welcome calls/packets, email correspondence, and collection of member equity
- Coordinate planning and implementation of owner recruitment and engagement events, working with Volunteer Coordinator as needed
- Work with Marketing & Communications Chair and Board to plan and coordinate promotional communications through press releases, newsletters, social media, targeted advertising, presence at local events, etc.
- Work with Capital Campaign Coordinator to engage and educate member-owners about the owner loan campaign and to assist with campaign as needed
- Attend educational workshops/webinars to learn best practices for ownership growth in start-up food co-ops

Requirements

- Fantastic interpersonal and communication skills
- Excellent organizational and time management skills
- Ability to self-direct with minimal supervision
- Flexible availability including nights and weekends as needed for events
- Passion for community-building, local food, local economies, and the cooperative business model
- Computer and technical knowledge, including social media, email, word processing, and basic spreadsheets
- Occasional travel may be required. Candidates will be responsible for their own transportation

Preferred Skills/Abilities

- Project management experience
- Community organizing experience
- Sales, communications and/or public relations experience
- Knowledge of cooperative business model
- Current involvement in local community

Terms and Benefits

This is a part-time contractual position at 20 hours per week with flexible hours. Salary for this position is \$15 per hour. The contract will be for one year, including a probationary period of 90 days, with the possibility to continue in the position in subsequent years. (Future contracts may increase the number of hours required, the compensation or both.) As a contractual position, there are no benefits provided and no taxes paid. The person hired will be provided with a 1099 for tax purposes.

To Apply for this Position

Submit a cover letter and resume to hire@wildrootmarket.com or to PO Box 443, Racine WI, 53401.