



JOB TITLE: DEMO & EVENT COORDINATOR

REPORTS TO: STORE MANAGER

Revision Date: 9/2016

JOB FUNCTION: To develop and maintain a demo program that enhances the Lakewinds Food Coop's shopping experience and supports the financial success of the co-op. To coordinate and administer all aspects of the demo program, in partnership with other departments, and represent Lakewinds Natural Foods to the public in an enthusiastic and professional manner. To work in collaboration with the Event & Community Relations Coordinator to plan and execute store events.

DUTIES AND RESPONSIBILITIES:

DEMO PLANNING & ACTIVE DEMOS

- Work with Store Manager, Department Managers, Buyers, Brokers, and Vendors to coordinate daily/weekly/monthly demos, with an emphasis on maximizing the impact of store promotions, seasonal promotions and in-store events.
- Collaborate with Buyers, and Department Managers to obtain sample product for active demos at a reduced cost
- Maintain an attractive, well-stocked, equipped, organized and clean demo station and storage area. Making sure it is safe for all customers.
- Communicate details of each demo with appropriate Department Manager and Departmental staff to ensure readiness.
- Ensure product has been ordered with sufficient stock for all active & passive demos.
- Inventory product in stock prior to the demo, and after the completion of the demo.
- Run sales reports in SMS to show the effectiveness of the active demo, as well as share customer feedback with appropriate stakeholders.
- Participate in department planning and budgeting process as it relates to demo budgets.

MULTI-DEPARTMENT DEMO PLANNING & COMMUNICATION

- Distribute vendor recipes, coupons and other relevant materials for demos.
- Ensure that food and sample preparations adhere to all Health Codes for food safety and sanitation guidelines. Ability to become Serve-Safe certified.
- Provide customers with product & vendor information to educate them on products selected to demo.
- Maintain all equipment, supplies, and displays for all demos.
- Develop and communicate active and passive demo program parameters and processes to stores. Assess additional program needs with Store Manager when applicable.
- Adhere to demo budget and vendor billing systems, and to accounting and record-keeping timelines.

CUSTOMER SERVICE & PROGRAM COMPLIANCE:

- Prepare the product for sampling, following established sanitation guidelines and write-off procedures.

- Ensure all prepared product is kept at the appropriate temperature.
- Project a friendly, outgoing, enthusiastic image of Lakewinds.
- Understand and be able to explain the benefits of Lakewinds' membership.
- Offer information on products, recipes, cooking tips, product location, etc.
- Communicate natural foods information in an easily understandable manner.
- Respond professionally and in a timely manner to customer questions.
- After the demo, inventory the remaining prepared product, and relocate as a passive demo per supervisor's guidelines.

EVENT SUPPORT & COMMUNICATION:

- Lead in store event coordination and communication
- Attend marketing and purchasing event planning meetings
- Produce detailed project plans for demo program and demo-driven events. Contribute to purchasing team, marketing department and cross-departmental plans and projects in a positive and supportive manner.
- Communicate specific event details to vendors & brokers. Collect vendor & broker product information for events.
- Distribute detailed demo product information to purchasing, marketing & department managers as it relates to events.
- Recommend ways to continually improve the design work flow process within purchasing & marketing as well as cross-departmentally.

COMMUNICATIONS:

- Provide ongoing communication with marketing team, cross-departmental peers and with vendors on project status updates, to gather project requirements and/or to convey deadlines as needed.
- Ensure that verbal and written communications are clear, direct and respectful.

KNOWLEDGE, SKILLS AND ABILITIES:

- Minimum 3 years' experience working with Natural Foods and products
- Computer proficiency including Word, Excel, and Outlook
- Ability to work independently and within teams.
- Excellent customer service and communication skills.
- Accuracy and attention to detail.
- Demonstrated ability to follow through on commitments.
- Demonstrated ability to handle multiple demands flexibility in schedule, weekend and evening hours required
- Written and spoken English proficiency

ESSENTIAL PHYSICAL REQUIREMENTS:

- Ability to communicate well with vendors, brokers, coworkers, and customers, in order to set up demos, attract customers, and answer questions effectively and in a pleasant manner.
- Ability to read, count and write to complete all documentation accurately.
- Ability to do math computations for demo record keeping, including addition, subtraction, division, fractions, decimals and percentages.
- Ability to operate office equipment including calculator, telephone, fax machine, computer and printer.
- Ability to freely access all areas of the store including offices, selling floor, checkout lanes, learning center, stock areas, and walk-in coolers and freezers.
- Ability to move or handle merchandise throughout the store generally weighing up to 50 pounds.
- Ability to stand, including during a demo, for several hours at a time.

- Ability to perform the following movements occasionally and for sustained periods, for use in setting up a demo: walking, sitting, bending, stooping, and reaching.
- Ability to work in temperatures below 35° for short periods.
- Ability to work varied hours and days.

Disclaimer Notice: The job duties, elements, responsibilities, skills, functions, experience, educational factors, and the requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that an employee may be required to perform. Lakewinds Natural Foods reserves the right to revise this job description at any time and to require employees to perform other tasks as circumstances or conditions of its business, competitive considerations, or the work environment change.