



About Village Grocer

Village Grocer's stores are located in beautiful Blind Bay and Sorrento, BC by Shuswap Lake where you can enjoy a relaxed outdoor lifestyle in our four-season playground. As the area's anchor employer, we offer our employees exceptional opportunities in a team-oriented environment. We Love Local. Our commitment is to support our community by providing only the best in service, quality, freshness, sustainability, and customer experience. Our customers, employees, and vendors are our greatest assets, and we value the relationships and friendships we have built.

Employee perks include competitive wages, benefits, flexible schedule, room for advancement, employee recognition, an excellent team environment, staff discounts, and more.

Marketing Manager

The Marketing Manager will be responsible for developing and executing strategies that elevate our brand identity, drive foot traffic to our retail locations, and foster loyalty within our local communities. This role combines creative brand storytelling with data-driven retail marketing, overseeing social media, graphic design for print material, in-store promotions, local events, and digital content. The ideal candidate has a passion for a high-end customer experience, and a proven track record in retail growth.

Key Responsibilities

- **Brand Strategy & Management:** Maintain the cohesive, high-quality brand image across all platforms (in-store, digital, print). Follow brand guidelines ensuring all communications reflect a premium, community-focused Love Local tone.
- **Social Media & Content Creation:** Own the social media strategy (Instagram, Facebook, LinkedIn) to create engaging content, showcase fresh products, national food/beverage days, customer testimonials, promote local vendors and partners and manage our online reputation by developing a strong sense of community and belonging for our followers. Develop strategy for monthly paid social media ads and develop strong Instagram Reels.

- Local Community Engagement: Develop and execute local marketing campaigns, including partnerships with local farmers/breweries/wineries/vendors sponsoring community events, and organizing in-store workshops or tastings. Organize annual events such as our anniversary party and Winter Market.
- In-Store Marketing & Promotion: Coordinate in-store signage, seasonal displays, and promotional events to drive impulsive sales and enhance the shopping experience.
- Digital Marketing & CRM: Manage email marketing campaigns to drive loyalty. Oversee the company website and digital advertising (SEO/SEM) to attract local customers.
- Data Analysis & Reporting: Analyze sales data, POS data, and campaign performance to identify trends, optimize marketing spend, and report on KPIs (foot traffic, conversion rates, loyalty sign-ups).
- Team Player : Collaborate closely with store management and department heads to support their weekly sales goals.
- Weekly Flyer: Design and update the grocery flyer weekly.
- Liquor Flyer: Design and update the liquor flyer monthly.
- Follow and respond to all Google Reviews
- Develop monthly slide show presentations for in-store monitors that coincides with the monthly social media strategy.
- Must possess strong media relationships and copywriting skills for press releases when large store announcements are made.
- Familiarize yourself with industry awards opportunities and create entries with strong copywriting and visuals.
- Support the President with various project management initiatives.

Skills & Qualifications

- Experience: 3–5 years of marketing experience, preferably in grocery retail, CPG (Consumer Packaged Goods), or the specialty food industry.
- Education: Bachelor's degree in Marketing, Communications, or Business Administration or equivalent years of experience.
- Digital Expertise: Proficiency in social media platforms, Content Management Systems (e.g., WordPress), email marketing tools (e.g., Mailchimp), and analytics tools (e.g., Google Analytics).
- Communication: Exceptional written and verbal communication skills, with strong copywriting abilities.
- Creativity: A "storyteller" mindset capable of showcasing products in a compelling way.
- Collaboration: Strong interpersonal skills, able to work collaboratively with store staff and vendors.

Key Performance Indicators (KPIs)

- Increase in foot traffic and store sales volume.
- Growth in flyer sign-ups and retention rate.
- Social media engagement rates and growth.
- ROAS (Return on Ad Spend) for digital campaigns.
- Management and growth of a newly established loyalty program.
- Increase in website traffic via social media campaign.

Benefits

- Competitive salary.
- Employee discount.
- Health benefits.
- Fun Team Environment
- Room for Growth
- Flexible Schedule
- Employee Recognition