

Public Relations Coordinator

Location

The Whitewater Grocery Co (GroCo) Public Relations Coordinator is able to work from home, but may also be required to work throughout the community at various locations and events. The PR Coordinator is a member of the Outreach and Ownership Committee which holds regular weekly meetings in Whitewater.



Purpose of the Position

The purpose of the GroCo PR Coordinator is to help inform and influence public opinion about the mission and vision of the Whitewater Grocery Co.

Responsibilities and Duties

The PR Coordinator will be responsible for increasing our media presence, including curating a news release distribution list, sending out press releases, and coordinating press appearances for the Board President, manage the production of our printed promotional materials (including our annual report), research local ad buy opportunities and execute those that have been approved, and produce a quarterly ownership newsletter and supplementary emails as needed. The PR Coordinator will also monitor and track media coverage.

Qualifications

The GroCo PR Coordinator should have previous experience in marketing and communications, and be creative, dynamic, and resourceful with compelling writing skills. Prior experience with working with the media and journalists is preferred.

Commitment Expected

The time commitment expected from this position will vary but is expected to be 5-10 hours per week.

Training and Support

Training, support, and occasional direction will be provided by the Whitewater Grocery Co. Board of Directors. Additional training materials and support will be provided by the Food Co-op Initiative when applicable. The Public Relations Coordinator will also be encouraged to attend the annual Up and Coming Food Co-op Conference hosted by the Food Co-op Initiative.