

Spencer-Penn Centre



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Letting the tradition continue!



Community Kitchen Marketing Manager Position Description

Reports to: Spencer-Penn Centre Executive Director

Objective: To develop and implement marketing strategies to promote the Spencer-Penn Centre Certified Community Kitchen and to supervise the Kitchen's use by local food producers and small, food-based businesses.

Responsibilities:

- Demonstrate technical marketing skills and product knowledge of the Community Kitchen.
- Develop an annual marketing plan, in collaboration with the Executive Director, that defines the marketing strategy for the Community Kitchen, details an action plan for the fiscal year, and focuses on meeting organizational objectives.
- Manage the marketing budget, including delivery of all marketing activities within allotted budget.
- Manage all aspects of print production, receipt and distribution.
- Insure frequent, timely and positive media coverage of the Community Kitchen and its programs across all available media.
- Manage the entire product-line life cycle from strategic planning to tactical implementation.
- Specify market requirements for current and future products by conducting market research supported by ongoing visits to customers and potential customers.
- Develop a plan for effective outreach.
- Develop mutually beneficial relationships with community partners.
- Coordinate business support services with Martinsville-Henry County's Small, Minority & Entrepreneurial Division.
- Maintain the Community Kitchen in compliance with all Health Department regulations.
- Oversee and coordinate the cleaning and maintenance of utensils, equipment and work area.
- Instruct Kitchen patrons in the operation of equipment and in the preparation, cooking and preservation of food.
- Obtain and maintain certificates for food preparation and canning.
- Other duties as may be assigned.

Relationships and Roles:

- Demonstrate ability to interact and cooperate with all organization staff and tenants or prospective tenants.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively, and demonstrate high integrity.
- Maintain professional internal and external relationships that meet organization core values.
- Proactively establish and maintain effective working team relationships with all support departments and organizations and with Kitchen patrons.

Qualifications:

- One year of sales experience in the marketing industry.
- Thorough knowledge of food preparation and cooking, food quality control, kitchen sanitation and safety measures, and USDA rules and regulations.
- Proficiency in the use of Microsoft Office applications.
- Experience in all aspects of developing and implementing marketing strategies to meet organizational objectives.
- Strong understanding of customer and market dynamics and requirements.
- Ability to interact and cooperate with all organization staff and tenants or prospective tenants.
- Willingness to travel as needed.
- Willingness to obtain continuing education if needed.
- Proven ability to oversee all marketing, advertising and promotional staff and activities.
- Ability to lift up to 20 pounds.