

**A.F. GILMORE COMPANY – THE ORIGINAL FARMERS MARKET
MARKETING COORDINATOR**

January 15, 2018

The A.F. Gilmore Company, owner and operator of the world famous The Original Farmers Market at Third and Fairfax (**farmersmarketla.com**), LA's favorite destination for locals and tourists since 1934, is searching for a full-time Marketing Coordinator. The Marketing Coordinator will be responsible to assist with the Company's marketing and promotional efforts in support of the Farmers Market. This includes the development and execution of special events, local and national advertising, public relations and tourism outreach campaigns, merchant promotions, digital and social media campaigns, and assisting with the production and distribution of promotional materials. Other duties include a broad range of clerical assistance in the Marketing office, and special projects for the Company's other properties, as assigned.

QUALIFICATIONS

We are looking for outgoing, friendly candidates with a positive attitude who enjoy being part of a collaborative team and contributing to a vibrant work environment. The equivalent of a bachelor's degree from an accredited college or university and two years progressively responsible experience in the areas of marketing, advertising, special events or promotions. Candidates must possess excellent verbal, written and computer skills (e.g. Microsoft Word and Excel) and be detail-oriented. Familiarity and proficiency in desktop publishing (e.g. Photoshop), website and social media maintenance, and email marketing software such as Constant Contact is preferred. Must have excellent interpersonal skills and be comfortable speaking to small and large groups of people, including customers, merchants and vendors. Experience in coordinating and managing special events is desired. Fluency in a second language is very beneficial but not required.

REPORTS TO

Director of Marketing

WORK DAYS AND WORK HOURS

Monday through Friday 8:30 am – 5:30 pm. Early morning and evening work hours and some weekend days may be required depending on the timing for special events or other activities.

SPECIFIC DUTIES AND RESPONSIBILITIES

Advertising, Promotions and Public Relations

Provides assistance to the Director of Marketing in all areas of advertising, promotions, and public relations including, but not limited to:

1. assisting in developing ad campaigns, promotional materials including fliers, posters and direct mail materials, and promotions such as grocery giveaways;
2. overseeing the content for and maintenance of the Farmers Market website and social media sites;
3. ongoing creation and distribution of Farmers Market customer email blasts, including the monthly Bugle newsletter and special event and promotion notifications.
4. distributing marketing materials (e.g. memos, newsletters fliers, posters, invitations, etc.) at the Farmers Market and to local businesses, schools and other points of distribution in the community.

5. coordinating the installation and removal of banners, and posters, and overseeing the maintenance of such materials during their display;
6. assisting the Farmers Market Office staff with content creation and displays for the Farmers Market grocery marquees;
7. coordinating and conducting tours of the Farmers Market and Gilmore property for school field trips, convention groups, large groups of visitors, and others as requested;
8. assisting the Director of Marketing and Marketing and Tourism Specialist with PR and tourism outreach conventions, events and other activities;
9. coordinating the collection and packaging of marketing materials for distribution to members of the Gilmore family and the Gilmore Company Board of Directors.

Special Events

The Marketing Coordinator is responsible for planning and on-site managements of the Farmers Market's annual events. Events may include, but are not limited to St. Patrick's Day; Mardi Gras; Gilmore Heritage Auto Show; Fall Festival; and Christmas and Hanukkah activities; Summer and other Music Series; and occasional art and poetry festivals. This includes researching and booking performers and activities, database management of participants and/or attendees, keeping track of event expenses and working closely with the Company's advertising and public relations agencies on development of event collateral. Assistance with the management of the Company's special event holiday decorations program (Christmas, Lunar New Year and Mardi Gras décor) is also required.

Additionally, the Marketing Coordinator assists in taking photographs and organizing and maintaining a comprehensive library of images of current and ongoing marketing activities on the property.

Administrative and Office Assistance

Provides clerical assistance to the Director of Marketing and, as requested, the Vice President of Marketing and Development. Such clerical assistance includes, but is not limited to:

1. greeting visitors and guests to the department offices;
2. answering phones, taking messages and routing calls to the appropriate staff member;
3. maintaining accurate information about and submits to the accounting staff, quarterly inventory data on the Market's brochures, posters, and merchandise such as totes, hats and shirts, other marketing materials;
4. creating and/or completing (editing, proof reading, printing etc.) correspondence for the Director of Marketing and the marketing department;
5. coordinating the receipt of departmental incoming and outgoing mail and packages;
6. ensuring that special Marketing related event mailing (USPS & Email) and other direct mail efforts are handled in a timely and efficient manner;
7. drafting letters, memos and other correspondence as requested;
8. ordering of new and existing Gilmore Oil and Farmers Market branded merchandise for sale online, in the Farmers Market Office, and at merchant stalls and licensed outlets;

9. coordinate with the Farmers Market Office, Market merchants and licensed outlets, ensuring they have adequate supplies of FM, Gilmore Oil and other related merchandise for sale, fulfilling orders, and coordinating with the accounting staff to bill for said orders;
10. maintain accurate count of inventory and ensure all sizes, styles and models of merchandise are fully stocked at all times;
11. developing, tracking and reconciling budgets for special events and other marketing activities;
12. coordinating the receipt, processing and recording of all departmental invoices;
13. collecting and managing the customer data used for the Company's email and mailing list;
14. maintaining accurate and up-to-date schedules, and mailing and email lists of Market tenants, customers, corporate clients, service providers, marketing consultants and other people and companies affiliated with the Company's marketing efforts; and
15. assisting the Director of Marketing in the development of agenda materials for distribution at Company Board of Directors' meetings.

OTHER DUTIES

The Marketing Coordinator shall perform other duties and complete special projects as may be requested from time to time by the Marketing and Tourism Specialist, Director of Marketing or by the Vice President of Marketing and Development.