



YODER DEPARTMENT STORE Job Description

Position Title: Advertising and Marketing Manager

Exemption Status: Non-Exempt

Date Revised: March 7, 2017

Approved:

Job Summary: The Advertising and Marketing Manager is responsible for planning and directing policies and programs, including in-store merchandising coordination, production of internal collateral material such as posters, contests, coupons or give-aways, and external media advertisements such as television, radio, print and internet e-mail blasts, web maintenance, and social media advertising. Responsible for web site design and development and advertising, including creation of custom graphics. Responsible for designing the user interface and overall customer experience for our web sites and applications. This includes overall navigation flow, layout of specific pages, and creation of individual graphic elements. Identify ad opportunities relating to web marketing and advertising.

Essential Functions:

General

Work with Company personnel to:

- Identify and analyze the Store's target market.
- Identify most effective means of informing Guests of products and services.
- Outline goals.
- Set budgets.
- Analyze and maintain awareness of market trends to facilitate planning.
- Monitor local competition's programs and initiatives.
- Organize and coordinate special promotions, displays and events.
- Update colleagues on new and ongoing initiatives and other pertinent information.
- Manage and proactively address department needs, desires and recommendations in a coordinated effort.

Merchandising

- Work closely with Company personnel for display and point-of-sale, signage, including art work.
- Tour the sales floor regularly, talking to Company personnel.

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Marketing/Advertising/Promotions:

- Monitor and assist with the corporate newsletter initiative.
- Coordinate events with marketing/promotions/advertising.
- Work with IT and Web Specialist to coordinate e-mail blast to current customers.
- Manage and coordinate in-store programs.
- Promote the organization locally by working with local schools, newspapers and the community in general.
- Ensures that Company based information and links are current, including web presence marketing.
- Responsible for design maintenance of all web sites and other electronic publications and applications.
- Deals with preparation of illustrative materials from artists and vendors.
- Coordinate timing / production of initiatives with Company personnel and outside organizations
- Budget, plan and manage co-op programs by working closely with vendors and Company personnel.
- Work with external organizations through public relations in areas such as television, radio, internet, print and social media. (Facebook, Instagram, etc.)
- Identify media opportunities and analyze programs.

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Job Qualifications: Computer literate. Exceptional communication skills and professional image. Excellent presentation and written and oral communication skills. Strong multi-tasking and project management skills (organized and self-starting).

Education/Training/Experience: A minimum of three to five years' experience in retail marketing. Associates degree (AS) preferred.

Essential Physical Requirements:

- Ability to communicate with Associates, Managers and Guests.
- Ability to inspect, observe, count and write to accurately complete all documentation.
- Ability to freely access all areas of the store including selling floor, stock area, and register area, for duration of scheduled hours.
- This position may require moving and transporting (up to 50 lbs.).

Employee

General Manager

Date

Date

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.