

Isla Vista Food Co-op

HowGood Program Coordinator

The HowGood Program Coordinator helps maintain the presentation of HowGood in the store and the community. This includes (but is not limited to):

General Program Outreach and Awareness

- Work with the General Manager to author and share press releases to local news, campus news, city college news, and relevant blogs and magazines to let the community know what we are working on, what we are aiming to accomplish with the program, and that it's officially rolled out.
- Work with the General Manager and Outreach Coordinator to increase awareness about the Program at UCSB and SBCC through pre-lecture or meeting powerpoint slide or
 - in-class presentation that can tie in with offering of store tours
 - reaching out to relevant professors
 - reaching out to relevant student groups
- Shelf Tag Maintenance
 - Working with the IT Manager to establish and maintain a regular schedule to receive and hang new shelf tags (for new items and updated ratings for existing items).
 - Working with Department Managers to establish and maintain a regular schedule for identifying new items with "rating pending" shelf tags.
 - Developing and maintaining a system for regular "audits" of tags to be sure that none are missing (ie regular shelf patrol of brands and categories).
- Staff Education
 - Working with managers and staff to facilitate the creation of a basic Staff Training for How Good. This will be used in our Passport Program in order to orient all staff.
 - Leading the How Good Passport Training, including scheduling and presenting.
- Customer Education
 - Development of information sharing systems (both from How Good as well as generated in-house) for the sales floor
 - Maintenance of all How Good information in the store (brochures, signage, display areas) as well as in New Owner Join Packets
 - Work with the Outreach Coordinator to create a basic How Good store tour/presentation that can be integrated into other Co-op store tours (or stand alone).
- Program Impact Metrics

- Work with the IT Manager and the General Manager to identify and measure the retail impact of How Good at the Co-op, including shopping patterns, customer time spent in the store, basket size increase, etc.
- Work with the GM and Outreach Coordinator to incorporate these metrics into reports for staff, customers, and the wider community!

This role requires exceptional attention to detail, high-level organization skills, and interest and passion for developing and maintaining systems. It will require leadership and teamwork skills, as well as coordination of other volunteers to help accomplish some maintenance projects.

While some of the work will be for the initial roll-out of the program, the intention is to set a foundation so that we can present consistent material for our ever-changing customer base. As you will be the first Intern hired for this program, you will be helping establish some of the specifics of this role for future interns!

This role will have both direct and indirect oversight (ie longer-term projects with deadlines). You need to be self-motivated and feel comfortable working with others to get a job done.

This internship requires 10-12 hours per week (though some weeks may be less). You may receive school credit if applicable for your major, as well as the standard IV Food Co-op Employee Discount (20% off all regular purchases) and other Employee Benefits.