

# White Rose Credit Union

## Job Description

**Position:** Marketing Specialist

**Reports to:** Marketing VP

**Purpose:** Responsible for assisting in the development and implementation of the marketing plan for the credit union. Provide research activities on marketing trends within the industry. Recommend marketing strategies. Complete legal filings for regulatory compliance. Perform a variety of creative and support duties related to the marketing function within the credit union.

### **Duties/Responsibilities:**

1. Assist Marketing VP with development and implementation of the overall marketing plan
2. Assist with the annual planning and coordination of special events and/or seminars.
3. Research industry trends and demographics in the field of membership and develop recommendations for products and services or marketing programs.
4. Coordinate member surveys. Interact with members to research member needs. Analyze member feedback and report on results.
5. Assist with development, implementation, and analysis of marketing promotions. Utilize a variety of computer applications in the design and implementation of marketing materials.
6. Obtain and/or coordinate bids for all phases of the production of marketing materials, including typesetting, printing, binding, die cutting, foil stamping, direct mail, etc.
7. Manage vendor relationships and contracts for the production of marketing materials.
8. Help train staff in cross-serving and marketing techniques.
9. Handle member inquiries about promotional and marketing programs.
10. Maintain inventory of marketing supplies and brochures. Determine when to reorder and place orders to replenish inventories.
11. Perform other duties as requested.
12. Keep your work area and equipment clean and neat.

### **Experience:**

- 2 years in Marketing preferably in the financial services sector.
- 1+ years of experience with social networking, print marketing, and website management

### **Skills:**

- Strong people skills, relationship building skills, and team development skills
- Strong communication skills both written and verbal
- Ability to multi-task
- Microsoft Office skills
- Organizational skills
- Self-starter and punctual
- Ability to meet deadlines and/or targets

### **Education required:**

- GED/High School Equivalent