

# White Rose Credit Union

## Job Description

**Position:** Marketing Communications Specialist

**Reports to:** Marketing Manager

**Purpose:** Coordinate production of media, advertising, and sales literature. Coordinate participation in community events and production of newsletter. Assist in administration of promotions and employee sales programs. Responsible for assisting in the development and implementation of the marketing plan for the credit union. Recommend marketing strategies. Perform a variety of creative and support duties related to the marketing function within the credit union.

### **Duties/Responsibilities:**

1. Coordinate activities between the credit union and any marketing or printing agency. Maintain a constant check on in-progress materials to meet deadlines.
2. Maintain positive relationships with vendors and research and resolve any discrepancies or problems.
3. Maintain and compile monthly statistics for presentation in related marketing reports.
4. Place orders and monitor quality of printed materials and deliveries.
5. Develop forms and letter for use in the marketing department and throughout the credit union.
6. Assist in the creative design process.
7. Maintain the marketing department filing system and revise as necessary.
8. Maintain and file records of all printed materials and master copies. Ensure that all documentation is up-to-date, and files are complete.
9. Take photos during credit union events. Maintain photo and slide show for the credit union.
10. Maintain an adequate supply of marketing materials and marketing collateral. Determine when to reorder.
11. Assist the Marketing Manager with development and implementation of the overall marketing plan.
12. Coordinate member surveys. Interact with members to research member needs. Analyze member feedback, and report on results.
13. Assist with development, implementation, and analysis of marketing promotion. Utilize a variety of computer applications in the design and implementation of marketing materials.
14. Help train staff in cross-selling and marketing techniques.
15. Be a visible participation in the local community and sponsor community. Promote the credit union through visible participation in business, community, and charitable organizations and activities.
16. Responsible to keep your work area and equipment clean and neat.
17. Report problems or concerns to the Marketing Manager.
18. Perform other duties as requested by the Marketing Manager.

### **Experience:**

- 1+ years marketing experience; or equivalent combination of education and experience preferably in the financial institution industry
- 1+ years of experience with social networking, print marketing, and website management

### **Skills:**

- Strong people skills, relationship building skills, and team development skills
- Professional 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

By signing below, you acknowledge that you have received, read, understand and will make a reasonable effort to accomplish the job duties.

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