



Position: Marketing & Development Specialist
Reports to: Marketing Manager

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. Cultivate new, and maintain existing, relationships with our sponsors and our community within our field of membership. 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 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. Assist with presentations on financial services to groups to promote credit union products.
7. Obtain and/or coordinate bids for all phases of the production of marketing materials.
8. Manage vendor relationships and contracts for the production of marketing materials.
9. Help train staff in cross-serving and marketing techniques.
10. Handle member inquiries about promotional and marketing programs.
11. Maintain inventory of marketing supplies and brochures. Determine when to reorder and place orders to replenish inventories.
12. Be a visible presence in the local community and sponsor community. Promote the credit union through visible participation in business, community, and charitable organizations and activities.
13. Perform other duties as requested.
14. Keep your work area and equipment clean and neat.

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

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
- Proficient in Excel
- Organizational skills
- Self-starter and punctual
- Ability to meet deadlines and/or targets

Education required:

- GED/High School Equivalent