



**Position:** Marketing Manager

**Reports to:** Human Resources VP

**Purpose:** The successful applicant will manage the day-to-day marketing functions of the credit union. Monitor all marketing programs, advertising campaigns, promotions, delivery systems and community service activities for compliance with credit union policies as well as external rules and regulations.

**Duties/Responsibilities:**

1. Assist Human Resources VP in the development and execution of the annual marketing plan and budget.
2. Monitor the marketing budget and track expenses: approve expenses that are in the budget; research and justify expenses that are outside the approved budget for management review.
3. Develop, implement, and maintain a marketing compliance file system. Utilize the marketing system or other system tool to track and analyze marketing programs.
4. Develop media advertising and sale literature directly or through advertising agencies and outside vendors.
5. Develop, direct, and implement product and distribution of customer announcements of product promotions, product updates, or new products and services through newsletters and special mailings.
6. Develop and implement member surveys regarding credit union products and services, potential products and services, quality of service, and other feedback to help the credit union meet member needs.
7. Analyze marketing programs, member surveys, or other tracking tools for qualitative feedback on effectiveness of programs or new programs.
8. Interact and communicate with all those impacted by promotions, new products, advertising campaigns, collateral material, etc., so that employees are up to date on credit union marketing programs.
9. 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.
10. Responsible to keep your desk and equipment clean and neat.
11. Report problems or concerns to Human Resources VP.
12. Perform other duties as requested.
13. Keep your work area and equipment clean and neat.

**Experience:**

- 2-5 years marketing experience; or equivalent combination of education and experience preferably in the financial institution industry
- 2+ years progressive leadership and managerial experience
- 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
- Proficient in Excel
- Organizational skills
- Self-starter and punctual

- Ability to meet deadlines and/or targets

**Education required:**

- Two-year college degree; or completion of a specialized course of study at a business or trade school; or completion of a specialized and extensive in-house training or apprenticeship program.