

Job Title: Marketing Coordinator
Reports To: Marketing Manager
Status: Non - Exempt

Date: February 2022

Position Summary: Works both independently and with others to implement the marketing, public relations, and business development initiatives of CCU. Performs a variety of routine departmental functions and works on special projects as needed. Performs all duties in compliance with CCU policies and procedures.

Principal Duties and Responsibilities:

- Generates creative content to promote CCU's products, services, brand, and mission.
- Publishes and administers content across various media outlets, including but not limited to CCU website, intranet, email blast, and various social media channels.
- Coordinates activities between the credit union and any marketing or printing agencies used.
- Maintains positive relationships with vendors and researches and resolves any discrepancies or problems.
- Captures photo and/or video footage at various CCU and community events as needed.
- Creates promotional video content for internal and external use, including but not limited to: Tiger Credit Union videos, financial literacy videos, testimonials, and events.
- Writes and develops scripts for credit union videos and other digital media and advertising content.
- Continually monitors and evaluates performance of social media efforts and seeks potential areas of improvement.
- Monitors and updates the CCU website and intranet site as needed.
- Produces and distributes various member communications and press releases as needed.
- Assists with the preparation, creation, updating, and placing of print media and promotional items.
- Organizes and facilitates various CCU events, which may include but are not limited to financial literacy educational events, community events, Credit Union Day, Annual Meeting, and other open houses and special CCU events.
- Places orders, keeps inventory, and monitors quality of promotional materials and office supplies. Determines when to reorder.
- Collaborates with other departments on special projects as needed for public relations, business development, and other CCU business needs.
- Assists with data collection and analysis of various member surveys, including but not limited to post loan closing, closed accounts, and other surveys.
- Performs a variety of administrative tasks for marketing department; including but not limited to scanning, making copies, filing, sending letters, etc.
- Assists with various reports for monthly ALCO and board meetings.
- Assists the marketing department and other CCU departments with other special projects as needed.
- Any other duties as assigned.

Additional Duties and Responsibilities:

- Commits to CCU's mission, vision, and core values and model of Service Excellence. Lives and displays these values in all aspects of work and personal life.
- Participates in training sessions and online courses as needed.
- Participates in regularly scheduled departmental meetings and coaching sessions.
- Gets involved in professional and/or community activities to make a contribution to local community/profession and to be visible in the community.

- Represents the department on committees that may be formed and/or at various CCU events.
- Other job-related duties may be necessary to carry out the responsibilities of this position.

Performance Expectations:

- Demonstrates accuracy and thoroughness and promotes this attribute to all employees.
- Effectively communicates ideas, thoughts, and concepts verbally and in written or graphic form.
- Performs all duties in compliance with CCU policies and procedures.
- Complies with Bank Secrecy Act requirements; maintain the integrity of our confidentiality policy at all times.
- Maintains a positive, professional appearance and attitude with members and co-workers.
- Develops and maintains positive working relationships with other employees; promotes teamwork concept.
- Maintains a neat workspace
- Is punctual and reliable.
- Asks for help when necessary.

Knowledge, Skills, and Abilities:

- Ability to operate general office equipment
- Self-sufficient and able to work independently on projects
- Outstanding verbal and written communication skills.
- Creative with writing and design; able to create attractive and effective promotional and educational materials and presentations.
- Proficient with Microsoft Office Suite, Adobe Creative Cloud tools, and other computer software programs.
- High School diploma or GED
- Associate's or Bachelor's degree in a relevant field preferred but not required.

Work Relationships and Scope: Reports directly to the Marketing Manager. Works with other staff of CCU on a regular basis.

Working Conditions: Work is performed largely in a pleasant office environment with minimal chance for personal injury and moderate noise level. There may be occasions when the work environment is stressful. Work hours will normally be from Monday through Friday and may change depending on our needs or due to special projects, deadlines and other concerns. Physical requirements include the ability to sit for extended periods of time. Some walking, bending, stooping, and lifting of light materials is required. Frequent mental and visual concentration required for computer usage. Equipment that may be used includes copy machine, calculator, telephone, computer, fax machine, and other office and financial institution equipment. Occasional travel may be required. Reasonable accommodations may be made to enable employees with disabilities to perform the essential functions.

Acknowledgment: This position description describes the general nature and level of work performed by the individual assigned to this position and should not be interpreted as all inclusive. It does not state or imply these are the only duties and responsibilities assigned to the position. The employee may be required to perform other job-related duties. All requirements are subject to change and to possible modification to reasonably accommodate individuals with a disability.

This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.