

Job Title: Marketing Manager

Reports To: Chief Operations Officer

Status: Exempt

Date: August 2021

Position Summary: Develops, manages, implements, and evaluates the marketing and public relations initiatives of CCU. Monitors all marketing programs, advertising campaigns, promotions, delivery systems, and community service activities for compliance with CCU policies as well as external rules and regulations. Supervises Marketing Department staff.

Principal Marketing Duties and Responsibilities:

- Develops and executes the annual marketing plan and budget.
- Manages the preparation, creation, updating, and placing of print media and promotional items (i.e. newsletter, newspaper ads, radio ads, message center, social media, brochures, logo design products).
- Manages and maintains the design and contents of the CCU website, intranet site, and social media presence.
- Manages the production of the quarterly member newsletter.
- Develops, implements, and analyzes various member surveys regarding credit union products and services, potential products and services, quality of services, and other feedback to help CCU meet member needs.
- Develops, directs, and implements production and distribution of member announcements of new or updated products and services, promotions, etc.
- Designs and sends mass member communications and news releases.
- Organizes and facilitates financial literacy educational events/community events/ other presentations for youth and adult members. Includes setting up, working at, and overseeing events that may be outside of normal business hours.
- Organizes and facilitates the Credit Union Day celebration, Annual Meeting, and other open houses and special CCU events. Includes setting up, working at, and overseeing events that may be outside of normal business hours.
- Represents the credit union at community events as needed. Examples include but are not limited to Business After 5, Chamber of Commerce events, Chapter Meetings, GAC, League Convention, etc.
- Promotes credit union movement and advocacy efforts for political and legislative credit union news events.
- Manages inventory and orders all credit union promotional items.
- Manages and orders office supplies that include the credit union logo (letterhead/envelopes, etc.).
- Manages donation requests and distributes funds and/or items as needed.
- Serves as a member of Products and Services Team, and other workplace committees as needed.
- Collects rate information for ALCO monthly and fees semi-annually. Keeps up to date and communicates any rate changes to CCU staff.
- Prepares various reports for monthly board meeting.
- Develops, implements, and maintains a marketing compliance file system; tracks, analyzes, and reports on marketing programs and campaigns.
- Any other duties as assigned.

Principal Supervisory Duties and Responsibilities:

- Supervises, directs, and coaches the Marketing Department staff.
- Reviews and schedules hours worked, handles time off requests, and assigns and monitors work for all staff that he/she supervises.
- Maintains a highly motivated, well-trained staff. Analyzes training needs and coordinates with Human Resources and/or Vice President Business Development and Training to address training needs.

- Encourages and assists staff members in the optimum utilization of their skills and abilities in meeting CCU vision and objectives.
- Investigates and takes appropriate action to resolve performance conflicts and problems. Documents events. Seeks assistance from Human Resources as needed.
- Assists to recruit and select quality applicants for vacancies as needed, ensuring that CCU is adequately staffed with competent employees.
- Evaluates the job performances of staff to ensure quality of work and service to members.
- Holds regular huddles and staff meetings to discuss areas needing improvement, changes in procedures, and new developments of services and to present general information.

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.
- Keeps current in field by reading published information and attending authorized seminars and conferences. Occasional out-of-town travel.
- 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.
- Works on assigned Saturdays throughout the year.
- 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 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:

- Must have a valid driver's license.
- Ability to operate general office equipment.
- Outstanding verbal and written communication skills.
- Creative with writing and design; able to create attractive and effective promotional and educational materials and presentations.
- Outstanding verbal presentation skills.
- Experience with desktop publishing, web page design and editing, and marketing software.
- Outstanding organization skills; experience with or ability to plan and execute presentations and events.
- Proficient with Microsoft Word, Excel, Publisher, Outlook, PowerPoint, Adobe Acrobat, and other computer software programs.
- Associate's or Bachelor's degree in marketing or related field and two years of related experience; four years of related experience; or a combination of four years of related education and experience.
- Related financial background is preferred but not required

Work Relationships and Scope: Reports directly to the Chief Operations Officer. Supervises, directs, and coaches the Marketing Department staff. Due to the nature of the position, will work closely with all staff members at CCU on an occasional 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 or stand 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.