

POSITION DESCRIPTION

TITLE:	Marketing Specialist	STATUS:	Non-Exempt
REPORTS TO:	Assigned Department Manager	SUPERVISES:	None

Position Summary

This position requires a commitment to making a meaningful difference in the financial well-being of our members and the communities we serve by providing exceptional and personal service every day, every time. In conjunction with the credit union objectives, this position will develop a strategic plan for development of marketing initiatives and tactical steps for implementation of the plan. Cultivate new and maintain existing relationships in alignment with the credit union's strategic goals.

Primary Duties and Responsibilities

Marketing & Community Development

Develop and coordinate the credit union's marketing, advertising and public relations efforts. Make recommendations and suggestions for the marketing plan, budget and execute the plan throughout the year.

Track marketing and promotional results, generate monthly reports to management.

Coordinate website and social media efforts for the organization.

Coordinate the ordering and delivery of sales collateral within the credit union and remote locations.

Educate staff and members on new products, services and system updates.

Continually research the demographics of the area in which the credit union operates and determine market potential.

Be a visible presence in the communities we serve. Promote the credit union through participation in area community organizations including sponsorships, charitable organizations/events and professional associations.

Enhance financial education in the community by providing on-site presentations and banking programs.

Member Service Responsibilities

Provide members a trusting experience to build long term relationship and offer excellent service.

Serve the membership on credit union products and services, policies and procedures and membership eligibility by providing information in a pleasant, professional and efficient manner in person, on-line, and by telephone or written correspondence. Monitor all member services requests submitted by phone or digital communications. Research and solve member questions, problems, and complaints regarding their account. Respond to members in a timely and professional manner using the best communication channels.

Open and close accounts, verify accounts, accept loan applications, process various member transactions, and respond to member product and service inquiries. Accurately and efficiently process account opening on the system and collect documents needed for membership.

Cross-sell credit union products and services based on consumer needs and explain various account and ownership options. Provide need based recommendations to members to meet and exceed their financial expectations.

Any other duties assigned by management.

Skills, Abilities and Qualities:

Friendly, accurate, detail oriented, knowledgeable, hardworking, honest and dependable. Three to five years of progressively responsible experience in a financial institution or an acceptable combination of education and experience necessary to gain the background knowledge to transact business effectively with members and co-workers.

Qualifications:

- Ability to perform in a fast-paced environment
- Ability to take initiative while managing multiple tasks efficiently and timely
- Ability to think outside of the box in finding creative solutions
- Proficient in the use of computers including Adobe Creative Suite, especially Photoshop and InDesign as well as Microsoft Office Suite including Outlook, Word, Excel and PowerPoint