

Marketing Specialist

City & County Credit Union

Classification: Non-Exempt

Reports to: Creative Marketing & Brand Manager

Review Date: June 2021

JOB DESCRIPTION

At City & County Credit Union, we are intensely passionate, creatively driven financial marketers obsessed with producing great work for the cooperative movement. The Marketing Specialist, a vital team member on the Marketing Team, is responsible for implementing and maintaining a strategic and effective marketing strategy to drive our branding, advertising and product marketing while also leveraging data and analytics to drive decisions and measure performance.

Ultimately, the Marketing Specialist will bring energy, passion and desire for delivering only high quality work that focuses on the simple fact that credit unions are a different way to bank.

Essential Functions:

- Write, edit, design, proofread, distribute promotional materials including but not limited to newsletters, social media platforms, brochures, annual reports, statement inserts, direct mail campaigns, website marketing, email marketing, retail design, digital assets and on-hold messaging.
- Build and manage rich shareable content/editorial calendar that attracts target personas.
- Design and modify new and existing responsive email template designs for a variety of marketing campaigns utilizing email marketing software.
- Monitor, analyze, and report on email campaign performance. Identify top trends/opportunities to improve email performance.
- Coordinate and produce additional media, digital assets on a project-by-project basis. The media will include print, radio, television, outdoor and other advertising mediums.
- Primarily responsible for branch multimedia, promotional email software and content of website, including proficient utilization of administrative tools to ensure it is up-to-date and accurately follows the brand design established by the Credit Union and is updated with the current campaigns/promotions.
- Ensure regulatory compliance as it relates to the development of products, services and across all delivery mechanisms. Ensure advertising compliance on all Marketing communications including, Truth in Savings, Truth in Lending, Regulation E, and ECOA.
- Utilize market research software (specifically a Marketing Customer Information File (MCIF)) to extract and analyze data, and make recommendations/develop actionable insights based on that analysis.
- Assist other departments in improving written communication or other related documents.
- Maintain records of marketing campaigns/promotion results and other statistical data and submit status reports.
- Assist Marketing Manager in development of monthly marketing calendar/deadlines.
- Work with Marketing Manager to determine cost/value analysis of all relevant advertising and promotional programs.
- Assist with the creation and implementation of promotional strategy, product positioning strategy, and relevant marketing plans.
- Act as a point of contact with various vendors, partner companies and sales representatives, which may include media companies, and SEO/SEM vendors.
- Maintain proficient understanding and working knowledge of vendor and partner company's language and responsibilities.
- Communicate relevant information to staff regarding promotional campaigns, new/enhanced products, etc.
- Complete ongoing technology evaluations of hardware and software and make recommendations accordingly.

- Follow Bank Secrecy Act (BSA) policies and procedures as they relate to this position.
- Other responsibilities as assigned.

Competencies & Skills:

- Ability to handle multiple projects simultaneously and work with regular and changing deadlines.
- Strong attention to detail and ability to work under tight deadlines.
- Display professional image and show respect for and patience with those different from themselves.
- High attention to detail, accuracy and thoroughness.
- Ability to communicate complex information in a clear, concise and professional manner to a wide variety of audiences. Create professional correspondence using the appropriate communication medium, including editing ability.
- Excellent organizational and written communication skills.
- Must be able to lead small teams as well as participate and contribute in team, committee and task force environments.

Qualifications:

- Bachelor's Degree in Marketing, Communications or related field
- 2+ years professional experience in a marketing communications or related field.
- Excellent organizational and written communication skills.
- General understanding of the financial/credit union industry including compliance-related issues.
- Excellent PC skills with a proficiency in many programs (Word, PowerPoint, Excel)
- Have a valid current driver's license and access to transportation.
- Experience in using graphic design software such as Photo Shop and Illustrator in IBM platform and working knowledge of social media management platforms and email marketing software is beneficial.
- Experience using Mailchimp or an additional email software program.
- Experience in basic or moderate levels of HTML and knowledge of SEO/SEM.

Supervisory Responsibility: This job has no supervisory responsibilities.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers and phones.

Physical Demands:

Occasional walking, sitting and standing. Occasional lifting up to 25 pounds. Occasional bending and/or reaching for supplies on ground level. Occasional reaching above shoulder level for supplies overhead. Frequent repetitive use of hands such as simple grasping, twisting/turning of wrists, and finger dexterity to perform various accounting duties such as using a 10 key calculator, keyboarding and entering data into the computer system. Frequent speaking, listen and hearing for interaction with members, staff, and the general public. Occasional clarity of vision at 20 inches or less. Frequent clarity of vision at 20 feet or more.

Expected Hours of Work:

Longer hours, evenings and weekend work may be necessary.

Travel: This position requires up to 10% travel.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.