

MEMBERS FIRST CREDIT UNION
Position Description
MARKETING SPECIALIST
(NON - EXEMPT POSITION)

Reports To: Marketing Manager

Position Overview:

The primary purpose of this position is to assist Members First Credit Union in delivering our mission of ***Making a Positive Difference in the Lives of our Members and our Community*** by assisting in the implementation of the overall marketing strategy. To achieve this mission, the position must also deliver high quality service to both internal and external members.

Duties/Responsibilities:

- Deliver on our **Service Promises** in every internal and external member contact.
 - ***I promise to treat you as an honored guest***
 - ***I promise to take responsibility for your request***
 - ***I promise to make it easy to do business with us.***
 - ***I promise to respond to your requests in a timely manner.***
 - ***I promise to identify your needs and suggest a solution that will help you achieve your financial goals.***
 - ***I promise to ensure the security of your financial information.***
 - ***I promise to show my appreciation for allowing me to serve you.***
 - ***I promise to exceed your expectations at every encounter***
- Assist in the implementation of the overall marketing strategy, budget, and promotion schedule.
- Assist with activities between the credit union and any advertising and/or printing vendors. Maintain positive relationships, check on in-progress materials to meet deadlines, and research and resolve any discrepancies or problems.
- Assist with development, maintenance, and promotion of youth services and club accounts, including new member growth, product development, and member retention.
- Coordinate marketing materials and events for our high school branches. Work directly with the co-ops to ensure new account growth.
- Produce quarterly membership newsletters; including writing articles, producing creative, and ensuring that all notices are included.
- Assist with web page development and consistent maintenance.
- Coordinate and/or assist in credit union events and the credit union's participation in community events.
- Maintain promotional material records for the marketing department and historical records for the credit union. Ensure that all documentation is up-to-date and files are complete.

- Maintain an up-to-date supply of the credit union's marketing collateral and miscellaneous supplies. Determine when to replenish inventories. Fulfill branch and department requests for items.
- Regularly conduct branch and department "audits" to ensure that the most current marketing collateral and promotional pieces are being used. Replace supplies and update materials if necessary. Also ensure that all items are neatly displayed.
- Assist in developing a social media presence for the credit union. Once established represent the credit union and maintain consistent interaction through all channels.
- Write, coordinate, and send out press releases to various publications on all credit union accomplishments, employee news, and events.
- Track the progress of credit union growth in specific areas, as defined by the Marketing Manager.
- Pursue and attend opportunities for professional growth.
- Fulfill other duties as assigned.

Performance Standards:

- Ability to work autonomously
- Manages projects successfully from start to finish
- Meets deadlines
- Team oriented
- Highly organized
- Produces accurate work results
- Readily keeps others adequately informed
- Presents a professional image
- Maintains a high level of knowledge of credit union philosophy, products and services
- Strives to exceed credit union, department, and personal goals

Other Education and Experience Qualifications:

- Associates degree in Marketing or Business and/or previous marketing/advertising experience
- Six months to a year of similar or related experience
- Outgoing personality with ability to offer new ideas
- Must possess excellent oral and written communication and organizational skills
- Advanced computer skills, including graphic design and website development.
- Knowledge of Microsoft software (Word, Excel, Outlook, Publisher, PowerPoint, etc.)

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Normal office environment where there is little discomfort or exposure to hazards due to temperature, dust, noise etc.

- While performing the duties of this job, the employee is regularly required to walk; use hands and fingers, reach with hands and arms.
- The employee consistently is required to stand and sit, view computer screen, talk and hear, and lift/move up to 25 pounds.
- Ability to work overtime, attend meetings, seminars and travel.

Employee Acknowledgement:

By signing below, I acknowledge that I have:

- Received a copy of this job description and understand the requirements of this position
- Accepted the "At-Will" nature of my employment, as noted in the personnel manual and understand that this document does not constitute an employment contract
- Asked any questions I have regarding my responsibilities

Employee Signature: _____ Date: _____