People Caring More

pcm CREDIT UNION

Job Title: **Marketing Specialist**

Department: **Marketing**

Reports to (Title): **Sr. Director of Marketing & Partnerships**

FLSA: **Non - Exempt – Full Time**

PURPOSE OF JOB:

Assists in the coordination and execution of the credit union's marketing, communications, partner and public relations.

ESSENTIAL RESPONSIBILITIES:

- Adheres to the annual marketing plan, and helps develop the credit union monthly/quarterly/annual calendar to coincide with the organization's budgets and goals.
- Supports branches, all departments, and internal committees with a variety of projects and communications to support employee and member experience.
- Develops and updates printed materials and resources regarding products, services, and initiatives.
- Develops and updates content for the credit union's website and digital screens. Is familiar with website maintenance and understands marketing's role to keep content updated and accurate. Willing to be an active part of a team to work with our website partner.
- Facilitates and collaborates to produce ongoing member communications: Quarterly member newsletter; monthly statement messaging
- Supports a team effort to develop and update all social media platforms to accurately target audience. Recommends creative ways to use design and video to elevate and enhance our social media presence. Determine the goals and objectives and implement measurement systems to assess effectiveness.
- Is comfortable with photography and short video to help promote the Credit Union's brand, as well as products, services, events, and initiatives.
- Evaluates competitor's rates and the effectiveness of others' marketing efforts and platforms. Makes timely recommendations to identify opportunities.
- Coordinates marketing research and member satisfaction surveys. Prepares summaries and creates proposals using data collected.
- Assists in the creative process and production of fully integrated marketing campaigns and promotions across multiple channels to match the brand, mission, vision, and strategic goals. Collaborates with cross-functional team members on content ideas. Creates proposals,

reports and summaries to measure results. Assists in giving and gathering feedback for continuous improvement.

- Coordinates and promotes events and contests.
- Ensures regulatory compliance as it relates to development of products, services and delivery mechanisms. Performs research and input, as well as monitors the accuracy and completeness to ensure compliance with applicable laws, regulations and credit union policies and procedures.
- Assists in communication efforts with credit union partners and vendors as relates to marketing.
- Becomes proficient in all credit union products and programs to assist in education, promotion, and marketing initiatives.
- Is technology focused and eager to learn and promote credit union e-services.
- Assists in the business development of the credit union to meet membership goals. Is comfortable with community and school engagement to promote the credit union and supports financial literacy efforts.
- Assists with receiving and managing community requests and preparing and delivery donation baskets.
- Assists in the development and management of the credit union's youth and teen/young adult program to include all marketing portals.
- Assists in refreshing credit union lobbies with new and relevant content and seasonal décor.
- Promote and maintain a confidential environment to protect member, employee, and credit union information
- Create and promote a positive professional image of one's self and the credit union
- Exemplify the credit union's People Caring More core purpose and core values
- Pursues continued educational opportunities such as webinars, seminars, conferences, chapter meetings, online training, additional certifications and reviews credit union publications and financial publications.
- Must comply with all company policies and procedures, applicable laws and regulations, including but not limited to, the Bank Secrecy Act, the Patriot Act, and the Office of Foreign Assets Control.
- Perform all other duties as assigned

EDUCATION/EXPERIENCE:

- Associate's degree in marketing or related field; or an equivalent combination of formal training and experience
- Website experience including familiarity with WordPress
- Graphic design experience including a familiarity with Canva
- 2+ years of experience

CERTIFICATES, LICENSES, REGISTRATIONS: None

SKILLS, ABILITIES, AND OTHER REQUIREMENTS:

- Ability to communicate, written and verbal, complex technical information effectively and in an easy-to-understand manner

- Ability to perform responsibilities with composure under the stress of deadlines, accuracy, quality and/or fast pace.
- Eagerness to be creative and present ideas.
- Ability to deal calmly and professionally with numerous different personalities
- Ability to be bonded required
- Ability to successfully organize, prioritize, and manage multiple responsibilities
- Ability to research and comprehend industry trends
- Ability to perform repetitive tasks
- Ability to sit/stand for long periods of time (6-8 hours per day)
- Lifting (up to 25lbs) and the ability to reach and/or stoop/bend required
- Vision abilities include close vision, distance vision, and peripheral vision
- Occasional travel to offsite locations required
- Team player with a positive attitude and flexibility
- Must be capable of regular, reliable and timely attendance.
- Professional demeanor and personal accountability
- Must be capable of exercising highest level of discretion on both internal and external confidential matters.

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.