

First Community Credit Union

JOB Posting

POSITION TITLE: Marketing Specialist

DEPARTMENT: Marketing

CLASSIFICATION: Non-Exempt

LOCATION: Jamestown Administration

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Vice President of Marketing

POSITIONS SUPERVISED: None

POSITION SUMMARY

Implement marketing initiatives in support of the Credit Union's strategic plan and business goals including, but not be limited to public and media relations, event planning, product promotions, and the creation of marketing materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Initiate and manage various forms of public and media relations, including advertising, press releases and social media.
 2. Manage donation and sponsorship requests.
 3. Plan, execute and evaluate Credit Union events and attend events as needed.
 4. Coordinate and promote activities for Credit Union member programs and clubs to grow membership involvement and loyalty.
 5. Assist in the production and distribution of sales tools such as brochures, posters and promotional materials.
 6. Help increase brand awareness and membership of Credit Union.
 7. Respond to inquiries, requests, and problems, taking ownership to resolve issues within given authority in a timely manner in accordance with operational and compliance procedures.
 8. Enthusiastically support the Credit Union's focus on member sales and service.
 9. Adhere to relevant state and federal regulations and all Credit Union policies and related procedures.
 10. Display a pleasant, professional and positive manner on the job and follow guidelines established in the Code of Ethics and Conduct and the Employee Handbook to include the dress code, punctuality, and confidentiality policies. Regular attendance is necessary to perform the duties of the position.
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NON-ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Provide statistical reports and recommendations to manager and assist with the development of marketing plans and budgets.
 2. Work on special projects and perform other non-exempt duties as assigned.
 3. Support growth objectives by representing the Credit Union in a professional manner at FCCU-sponsored business and community events.
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EDUCATIONAL/EXPERIENCE REQUIREMENTS

EDUCATION/CERTIFICATION:

- Associate's or Bachelor's degree in Marketing, Graphic Design, Communications or other related field from an accredited college or university.
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