

Marketing Coordinator

GRADE	DEPARTMENT	JOB CLASSIFICATION	EEOC CATEGORY
8	Marketing Department	NonExempt	Sales Workers

Role

The Marketing Coordinator works collaboratively in the creation and implementation of advertising, marketing collateral, digital content, social media, and credit union promotions, events, and branding initiatives. Supports the day-to-day workload associated with marketing production items, demonstrating detail-oriented production coordination and marketing expense monitoring.

Major Duties and Responsibilities

Weight	Function	Essential?
1. 25%	Writes and edits content for use within member communications, including newsletters, e-mail messages, web pages, lending and deposit product advertisements, periodic notices, and press releases.	✓
2. 10%	Provides ongoing updates to the Credit Union's external website including posting promotions, updating content, switching out imagery, and working with HR for latest job postings.	✓
3. 20%	Builds and executes social media strategy through research, platform determination, benchmarking, messaging, and audience identification. Develops relevant and engaging written content for social media channel(s), primarily targeting GenY, GenZ, and the United States Military. Monitors engagement/audience growth and reports results	✓
4. 15%	Coordinates and responds to requests for donations, charitable contributions, and special events, after management's approval. Manages credit union's student scholarship and youth club account programs.	
5. 10%	Handles deployment of Credit Union's promotions to various outlets, consisting of in-branch TV displays, website, signature pads, pylons signs, etc., and monitors established campaigns.	✓
6. 5%	Coordinates distribution of marketing and promotional materials to branches. Tracks, reviews, and reports on all marketing and production expenses to ensure accuracy.	✓
7. 5%	Must be able to work extended hours to meet deadlines or attend events. Performs other duties as assigned.	✓
8. 10%	Provides support for selected special events, business development and member education, schedules marketing collateral and ads for the event, coordinates and trains volunteers. Maintains marketing calendar and scheduled of promotion and events.	✓

Knowledge & Skills

Experience

Experience in a similar or related role supporting a marketing team is preferred but not required.

Education/Certifications/Licenses

Bachelors degree in Marketing, Public Relations, Communications, or related field is preferred.

Qualifications

Exceptional creative writing skills. Outstanding verbal communication skills.

Proficiency in Microsoft Word, PowerPoint, and Excel.

Ability to use the Adobe Creative Suite (InDesign, Photoshop, Illustrator).

Social media savvy. Oversee content development and grow the audience.

Meticulous attention to detail. A keen eye for accuracy when proofreading copy and the ability to identify spelling, grammatical, and other errors to produce accurate and high-quality work

Excellent organizational skills. Strong time-management skills, including the ability to manage several projects simultaneously.

A team player. Works well in a collaborative team environment with tight deadlines.

A self-starter. Proven ability and experience managing projects from start to finish with minimal supervision.

ADA Requirements

Physical Requirements

Perform primarily sedentary work with limited physical exertion and occasional lifting of up to 10 lbs. Must be capable of climbing / descending stairs in emergency situation. Must be able to operate routine office equipment including telephone, copier, facsimile, and calculator. Must be able to routinely perform work on computer for an average of 4-6 hours per day. Must be able to work extended hours whenever required or requested by management. Must be capable of regular, reliable and timely attendance.

Working Conditions

Must be able to routinely perform work indoors in climate-controlled private office with minimal noise.

Mental and/or Emotional Requirements

Must be able to perform job functions independently and work effectively either on own or as part of a team. Must be able to plan and direct the work activities of self and others. Must be able to read and carry out various complicated written and oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence. Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public. Must be able to perform responsibilities with composure under the stress of deadlines / requirements for extreme accuracy and quality and/or fast pace. Must be able to effectively handle multiple, simultaneous, and changing priorities. Must be capable of exercising highest level of discretion on both internal and external confidential matters.

Acknowledgement

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job description is not a contract and should not be construed as a guarantee of employment for any specific period of time.

Infuze Credit Union is an Equal Opportunity Employer and does not discriminate against employees or applicants based on race, color, religion, sex/gender, national origin, disability, age, or any other category protected by law.

Authorized Representative

Date

Employee

Date