

**DATE: October 1, 2020**

**JOB OPENING  
Fort Leonard Branch**

**POSITION:** Marketing Coordinator

**DETAILS:** Full-Time/Non-Exempt

**GENERAL DUTIES:** Is under the general direction of the VP Marketing. 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

**Position Responsibilities**

- 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.
- Develops relevant and engaging written content for the credit union's social media channel(s) primarily targeting Gen Y, Gen Z, and the United States Military. Monitors engagement and audience growth and reports results.
- Leads event coordination for community events, schedules marketing collateral and ads for the event, coordinates and trains volunteers. Ensures event deliverables are launched on time and within budget. Maintains marketing calendar and schedule of promotions and events.
- Must be able to work extended hours to meet deadlines or attend events.
- Ensures outgoing files meet vendor specifications, including press approvals and ensuring projects reach their final destinations on time, within budget. Reviews final artwork from printing vendor to ensure color matching and print specifications are accurate
- Manages all marketing inventory and supply levels. Coordinates distribution of marketing and promotional materials to branches. Tracks, reviews and reports on all marketing and production expenses to ensure accuracy.
- Coordinates and responds to requests for donations, charitable contributions, and special events, after management's approval. Manages credit union's employee volunteer, student scholarship and youth club account programs.

**Qualifications**

- Bachelor's degree in Marketing, Public Relations, Communications or related field is required.
- Three years' experience in a similar or related role supporting a marketing team is preferred, but not required.
  - 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 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.

All applicants are required to submit a portfolio of their work. Resumes received that do not include examples of written content and design pieces will not be considered.

### **Physical Requirements**

Perform primarily sedentary work with limited physical exertion and occasional lifting of up to 50-75 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 6-8 hours per day, when necessary. 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 shared work area 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.

Infuze Credit Union is an Equal Opportunity Employer of women, minorities, protected veterans and individuals with disabilities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.