



JOB DESCRIPTION
Manager, Marketing and Public Affairs

Department	Marketing and Public Affairs
Reports to	Senior Vice President, Chief Marketing and Public Affairs Officer
Supervises	NA

Job Summary

The Manager of Marketing and Public Affairs supports the execution of the credit union’s marketing, brand, community relations, and public affairs efforts. Reporting to the Chief Marketing and Public Affairs Officer (CMO), this role works closely with the CMO to translate strategic direction into coordinated programs and initiatives that advance the credit union’s mission and organizational priorities.

Serving as a key collaborator, advisor, and operational leader, the Manager ensures consistent execution across marketing and public affairs activities, strong external partner relationships, and alignment with internal stakeholders. This position plays a critical role in enabling effective implementation, strengthening the credit union’s reputation, and expanding its visibility and influence across its service areas.

Essential Functions

- Partner with the CMO to plan, coordinate, and execute integrated marketing and public affairs initiatives that support the credit union’s strategic goals and mission.
- Collaborate with internal leaders and business units to ensure organizational objectives are reflected in marketing strategies, community engagement efforts, and internal and external communications.
- Support the management of agency and external partner relationships, assisting in the development and execution of marketing strategies, campaigns, and brand initiatives.
- Lead support for community investment activities (grants, sponsorships, scholarships, volunteerism), working closely with the CMO and Marketing Specialist to ensure alignment with board priorities, organizational goals, and community needs.

- Serve as a key strategic partner to the CMO by cultivating and managing high-impact relationships with nonprofit organizations, chambers of commerce, public-sector partners, tribal governments, and business communities.
- Represent the credit union externally, in coordination with the CMO, to advance organizational priorities, strengthen stakeholder trust, and expand the credit union's influence and visibility.
- Support the development of local media partnerships and public-facing opportunities that promote products, services, community investment strategies, and brand awareness.
- Prepare reports, briefing materials, and recommendations related to marketing performance, community investments, and public affairs activities for leadership, board, and committee review.
- Monitor community, reputational, and public affairs issues and trends, elevating insights and recommendations to the CMO as appropriate.
- Ensure marketing and public affairs activities align with brand standards, regulatory requirements, and internal policies.

Required Knowledge, Skills, and Abilities

- Strong knowledge of marketing strategy, brand management, and integrated communications.
- Critical understanding of public affairs, community relations, and stakeholder engagement within a regulated or mission-driven organization.
- Demonstrated ability to collaborate effectively with executive leadership and cross-functional teams.
- Excellent written, verbal, and presentation communication skills.
- Strong relationship-building skills with the ability to engage diverse external stakeholders.
- Strategic thinking and analytical skills, with the ability to translate strategy into actionable plans.
- Strong organizational and project management skills, with the ability to manage multiple initiatives simultaneously.
- High level of professionalism, discretion, and sound judgment when representing the credit union externally.
- Proficiency with standard business, marketing, and reporting tools.

Education and Experience

- Bachelor's degree in marketing, communications, public relations, business administration or a related field is required.
- Minimum of **five to seven years** of progressively responsible experience in marketing, public affairs, communications, or a related discipline.
- Experience in financial services, nonprofit organizations, public-sector environments, or other regulated industries strongly preferred.
- Prior experience working with senior leaders, executive teams, agency and vendors, and boards strongly preferred.

Additional Requirements

- Incumbent must be bondable and possess a valid CA driver's license.

Physical Demands

This is a moderately sedentary office classification although standing and walking between work areas is required. Individual(s) in this class must possess the mobility to work in a standard office setting and use standard office equipment, including a computer; visual acuity to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator at a reasonable speed, and to operate standard office equipment. Person(s) in this classification occasionally bends, stoops, kneels, reaches, climbs, and walks; and pushes and pulls drawers open and closed to retrieve and file information. Employee must possess the ability to lift, carry, push, and pull materials and objects weighing up to 10 pounds regularly, and up to 50 pounds occasionally. Works in an office environment with moderate noise levels.