



JOB DESCRIPTION

VICE PRESIDENT MARKETING & COMMUNICATIONS

Department	Marketing Department
Reports to	President & CEO
Supervises	Marketing Staff
Pay Grade	Executive 2

Job Summary

Develops and executes a variety of marketing programs designed to inform the membership, potential membership, and the general public of credit union services and advantages of credit union membership. Prepares and distributes communications internally and externally that project a favorable image, attain objectives, and support the mission of the credit union. Supports the marketing-related needs of managers throughout the credit union. Is a member of the Senior Management Team.

Essential Functions

- Works within budget and in conjunction with Coast Central’s full-service advertising agency to develop and implement a marketing program which will obtain the highest benefit for the credit union.
- Plans and implements an annual marketing, promotional, publicity, and community relations program, drafting and distributing all press releases.
- Ensures corporate identity elements such as signs, corporate colors, image, etc., are preserved, accurate, and optimal in all uses.
- Plans and coordinates credit union events, including Chamber and Realtor Mixers, Open Houses, etc.
- Develops an annual marketing budget and a detailed annual marketing plan for the President & CEO and Board of Directors.
- Actively practices the behaviors found in the credit union’s Standards of Excellence in all interactions with members and staff.
- Manages employment of assigned employees including hiring, counseling, performance evaluations, training, motivation, setting goals, and discipline.
- Acts as a spokesperson to the public on various credit union issues.
- Represents the credit union in the community and projects a favorable image of the organization.

- Conducts annual market research programs, member surveys, and competitive analysis on rates, products, and services. Reviews and reports findings to management.
- As coordinator of the Community Investment Grants Committee, assists in recommendations to the Board of Directors for grants and serves as primary contact for local non-profits.
- Oversees the credit union's Community Sponsorship program, approving applications within budget and key contact for local non-profits. Coordinates related public relations opportunities.
- Organizes the credit union's Commitment to Community volunteer program, promoting participation and serving as a member of the Volunteer Committee.
- Responsible for the design and maintenance of the credit union website and the planning and execution of social media content.
- Manages promotional and informative pieces, including direct mail, product brochures, and email communications.
- Responsible for execution and promotion of the credit union's Financial Literacy programs with community youth and other groups.
- Works effectively with other members of the Senior Management Team to develop, plan, and implement credit union objectives, strategic goals, services, and programs.
- Oversees the credit union's employee Marketing Store offerings and operations as well as branded merchandise.
- Responds to directives of the President & CEO.
- Performs other duties as assigned.

Required Knowledge, Skills, and Abilities

- Combination of knowledge and experience in the fields of marketing, electronic/social media and/or promotions, plus an understanding of the role of credit unions.
- Superior oral and written communication skills and the ability to effectively work with media, staff, management, and community members.
- Computer literacy, including the ability to enter data using the keyboard and computer terminal to develop documents, prepare correspondence, send emails, maintain records, etc., with accuracy and attention to detail.
- Ability to provide exceptional leadership and inspire, motivate, and guide others toward achieving shared goals.
- Presents a professional image.
- Manages situations with tact, professionalism, and diplomacy.
- Proven ability to supervise and direct the work of others.

Education and Experience

- A bachelor's degree in business or marketing with ten or more years progressive experience in marketing and community relations required.
- Financial institution marketing experience preferred.

Additional Requirements

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

Physical Requirements

- Ability to understand and accurately respond to complex verbal and written communications.
- Visual acuity required to read and comprehend printed manuals, instructions, and correspondence.
- Exercise mathematical and conceptual abilities in the development of operating budgets, cost/benefits analysis, and other projects requiring abstract reasoning and judgment.
- Manual dexterity and fine motor skills required to accurately use a computer terminal, keyboard, and other office equipment.
- Ability to read and comprehend written materials such as reports, instructions, brochures, manuals, etc.
- Ability to lift and carry up to 25 lbs regularly, and 50 lbs occasionally.
- Ability to remain standing for extended periods of time.
- Ability to work prolonged periods sitting at a desk and working on a computer.
- Ability to safely operate a motor vehicle and travel to all credit union locations as needed.