

True Sky Credit Union
Structured Compensation - Job Description
Marketing Specialist I

Data Year: 2017

Prepared On: 01/09/2017

Department:	Marketing	Grade:	9
Reports To:	VP Marketing	Classification:	Non-Exempt
Supervises Direct:	0	Supervises Indirect:	0
Approved By:	President	Effective Date:	08/11/2010
		Revised Date:	01/09/2017

Role:

To assist in the development and maintenance of a dynamic marketing and business development program designed to inform present and potential credit union membership of the services and advantages of membership while projecting a favorable image of True Sky Credit Union. Manage the planning, directing and coordinating of member, and charity events and marketing promotions and programs of the credit union. Regular use of highly developed skills in event planning, project coordination, copy writing, design and layout, and social media is required. Provide marketing support for all products and services offered.

Essential Functions & Responsibilities:

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|---|-----|--|
| E | 25% | Plan community, fundraising, chamber and member events with details including set up, staffing, giveaway fulfillment, collateral materials, and event execution. |
| E | 15% | Assist in the development of marketing and sales promotions, community outreach efforts, advertising initiatives, and program coordination. Working with branches and departments on various initiatives to ensure materials are distributed in a timely manner. |
| E | 15% | Write and edit copy for promotions and collateral pieces in order to prepare for print and web distribution. |
| E | 15% | Assist with graphic design, video production, project coordination, social media and youth outreach as needed. |
| E | 10% | Assist with market research and recommend new products/services, modifications or improvements. Research new advertising and promotional technologies and make recommendations to management. |
| E | 10% | Coordinate employee catalog, giveaway inventory, branch inventory, and distribution of items, write and produce monthly on-hold messages and statement message. Coordinate monthly collateral according to marketing calendar. |
| N | 5% | Performs other duties as assigned. |
| N | 5% | Assist with marketing campaigns, emails, staff announcements and direct mail. |

Performance Measurements:

1. To schedule, plan and manage regular internal events for member appreciation, branch milestones, and corporate sponsorships.
2. To work with marketing team, branches and departments to assure projects are on time and within budget according to marketing calendar.
3. To deliver high quality results oriented marketing programs, promotions, and materials for the credit union including prescreen and monthly matrix mailings.
4. To coordinate regular fundraising and outreach activities in order to raise money for the credit unions designated charity.

5. To stay abreast of current marketing and financial trends within the marketplace and make recommendations to management, based on current research data, regarding market strategies and directions the credit union should take.
6. To work with the marketing team and any external agencies as needed to build the brand of True Sky Credit Union.
7. To help ensure the branding guidelines of the credit union and general guidelines of good writing and design are being met.
8. To stay current and comply with all federal and state regulations including Bank Secrecy Act (BSA) and Office of Foreign Controls "OFAC" and all credit union policies and procedures.

Knowledge and Skills:

Experience	One to three years of similar or related experience.
Education	Equivalent to a college degree (BS or BA in a relevant field).
Interpersonal Skills	A significant level of trust and diplomacy is required, in addition to normal courtesy and tact. Work involves extensive personal contact with others and is usually of a personal or sensitive nature. Work may involve motivating, influencing or training others. Outside contacts become important and fostering sound relationships with other entities (companies and/or individuals) becomes necessary and often requires the ability to influence and/or sell ideas or services to others.
Other Skills	<ol style="list-style-type: none"> 1. Proficient in graphic design, digital photography, and in written and oral communication with emphasis on creative abilities. 2. Must possess organizational and analytical aptitude and multi-project management ability. 3. Must possess PC including the ability to use the Adobe Suite as well as word processor & spreadsheet programs.
Physical Requirements	<p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch, talk and hear. The employee must have the ability to lift or move up to 30 pounds and stand for long periods of time at events. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Some nights and weekends will be required.</p>
Work Environment	<p>Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is not exposed to weather conditions. The noise level in the work environment is usually moderate.</p>

This Job Description is not a complete statement of all duties and responsibilities comprising the

position.

Printed Employee Name

Date

Employee Signature