

JOB TITLE: MARKETING SPECIALIST

JOB SUMMARY

The Marketing Specialist is responsible for assisting in the development, implementation, and maintenance of TACU's marketing and public relations plan. Coordinate production of media, advertising, and sales literature. Coordinate participation in community events and production of newsletters. Assist in administration of promotions and employee sales programs. Researches marketing needs and analyzes marketing trends and results for TACU. Recommend marketing strategies. Perform a variety of creative and support duties related to the marketing function within the credit union.

The Marketing Director reports directly to the Credit Union President. He/She may, as it relates to specific promotions, take direction from the Vice Presidents or Department Heads of the Credit Union.

- Attend all staff meetings.
- Be granted the privilege of taking part in staff meeting discussions.
- Provides the President with adequate information to help him/her reach sound decisions.

ESSENTIAL FUNCTION

- Assist with the development and implementation of the overall marketing plan.
- Research industry trends and demographics in the field of membership and develop recommendations for marketing programs.
- Interact with members to research member needs. Analyze feedback, and report on results.
- Assist with development, implementation, and analysis of marketing promotions. Utilize a variety of computer applications in the design and implementation of marketing materials.
- Obtain and coordinate bids for all phases of the production of marketing materials.
- Manage vendor relationships and contracts for the production of marketing materials.
- Handle member inquiries about promotional and marketing programs.
- Develop media advertising and sales literature directly or through advertising agencies and outside vendors.

- Develop, direct, and implement product and distribution of customer announcements of product promotions, product updates, or new products and services through newsletter, special mailings, and social media outlets.

OTHER SKILLS AND ABILITIES

- Exceptional interpersonal skills. Ability to interact positively with supervisor, co-workers and members especially when in a stressful environment.
- Accuracy and Quality – Ability to achieve a high standard with work processes and outcomes, is able to complete tasks with a concern for all details involved; monitors and checks work for precision, clarity and completeness; produces quality results.
- Ability to display initiative, assume responsibility, make and act upon decisions within the scope of assigned authority.
- Ability to work well under pressure and with little guidance.
- Excellent oral and written communication skills are required.

QUALIFICATIONS

- Two-year degree or equivalent experience in marketing, public relations or a related field is preferred.
- Proficient use of a computer with various software packages, including Microsoft Office, Adobe Creative Cloud, WordPress.
- Knowledge of marketing and public relations strategies.
- Knowledge of the Credit Union Movement and philosophy is a plus.

The above information on this job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this job.